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Better Homes at Lower Cost

STANDARDIZED TO AVOID WASTE



AMERICA'S BEST PLANNED SMALL HOMES

Washington, D. C.

STANDARD HOMES COMPANY

Raleigh, N. C.

Blueprints Available Through
Your Local Dealer, or Direct

Complete Plans
In Duplicate \$20

OAK HARBOR LUMBER & SUPPLY

232 Benton Street

Phone 2591

OAK HARBOR, OHIO

FACTS ABOUT "BETTER HOMES AT LOWER COST"

If you are interested in building a home of your own, it follows that you not only want the best home possible for your investment, but one out of which you can get your money in full at any time you may desire to do so.

FOR OVER 30 YEARS we have helped lot owners throughout the country build better homes at lower cost by furnishing complete and accurate working plans—carefully and clearly detailed—plans that prevent waste in labor and materials.

THE DESIGNS shown in "Better Homes at Lower Cost" have been selected after weeks and months of careful consideration. No attempt has been made to feature home designs which will not be acceptable to the general home building public, nor which would not merit the highest possible loan commitments.

BETTER HOMES AT LOWER COST—Those were our watchwords in preparing every design and in working out every floor plan. Furthermore, every floor plan shows dimensions that permit the practical use of stock length materials without waste—stock windows, doors, and millwork carried by retail lumber dealers everywhere.

THE FLOOR PLANS shown herein will be appreciated by all who give them careful consideration. Often the same or similar floor plan will be shown for two or more houses. Some perfected floor plans for certain types of homes are hard to improve, although many practical variations of exterior design are possible. All of our kitchens have been planned directly or indirectly by women—from suggestions given to our designers by women from all parts of the country.

OUR STANDARD PLANS show 5 to 7 large sheets, each sheet 18x24 inches in size. The plans show all four elevations of the house, including all of the necessary construction details. Our plans are so clearly prepared any contractor can follow them rapidly without making errors.

PLAN PRICES—Complete Plans, in duplicate, for any design as illustrated, including specifications and material list, **\$20.**

Additional Plans, provided all of the sets ordered are for use in the construction of one house, per set, **\$2.**

Plans with room arrangement **reversed** from left to right, to fit your lot, additional charge, **\$7.**

Plans shown in brick changed to **frame**, or frame changed to **brick**, additional charge—**\$7.**

Plans for **brick veneer** over frame wall construction, additional charge, **\$7.**

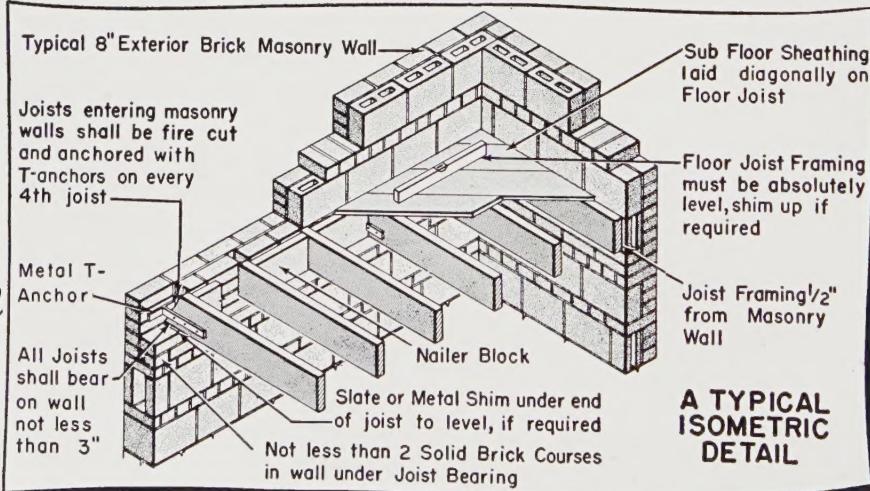
To insure prompt receipt of correct plans, give Name of house, Plan number, brick, frame, or brick veneer over frame.

Print plainly name and complete address—Plans mailed "Special Handling" the day order is received.

NOW—OWNER SUPERVISION WITH ISOMETRIC CONSTRUCTION DETAILS

- **Isometric Construction Details**, 16 bound sheets, 18"x24", clearly illustrate acceptable and approved methods of home construction—from **foundation to roof**. The **layman** can now follow the construction of his home—**step by step**—and insist on good construction. It is **money saved** during the lifetime of the home.
- Many schools and colleges have adopted our **Isometric Construction Details** for training and instruction.

Saves
10 to
25%
on the
Cost of
Your
Home



The cost of the **Isometric Construction Details** and **Subcontract Agreement Forms** is trifling compared to the great saving in the cost of a home—**only \$10**—and to purchasers of Standard Working Plans for any home shown in our plan books, we offer them at **half price**—**\$5**. Examine the **Details** for 5 days. If you do not agree they are worth many times their price, return them and your money will be promptly refunded.

2524 L Street, N.W.

STANDARD HOMES COMPANY

At Pennsylvania Ave.

In order to render maximum service to homebuilders, and maintain present prices of plans, the publishers (Standard Homes Co.) furnish books and plans by **MAIL ONLY**.

Copyright 1952 by Standard Homes Company

Washington 7, D. C.

Write for a sample sheet of Isometric Construction Details, Subcontract Agreement Forms and free Folder "O", "Owner Supervision".

BASEMENTS—All plans for the designs shown herein provide for a seven foot basement. The large rambler designs show a partial basement with an alternate plan for a full basement.

BASEMENTLESS DESIGNS are preferred by some home-builders . . . and, because of rock and water conditions in certain sections of the country, only such designs have proven satisfactory. **OUR SOUTHERN OFFICE** publishes three plan books, showing a wide selection of attractive, up-to-the-minute four to eight-room homes especially designed without basements—"Better Homes at Lower Cost" (Southern Edition), "Homes of Today", and "Homes of Comfort"—Send \$1 for these fine plan books to Standard Homes Company, Box 1919, Raleigh, North Carolina. Books will be mailed to you promptly on a "money-back" guarantee if unsatisfactory.

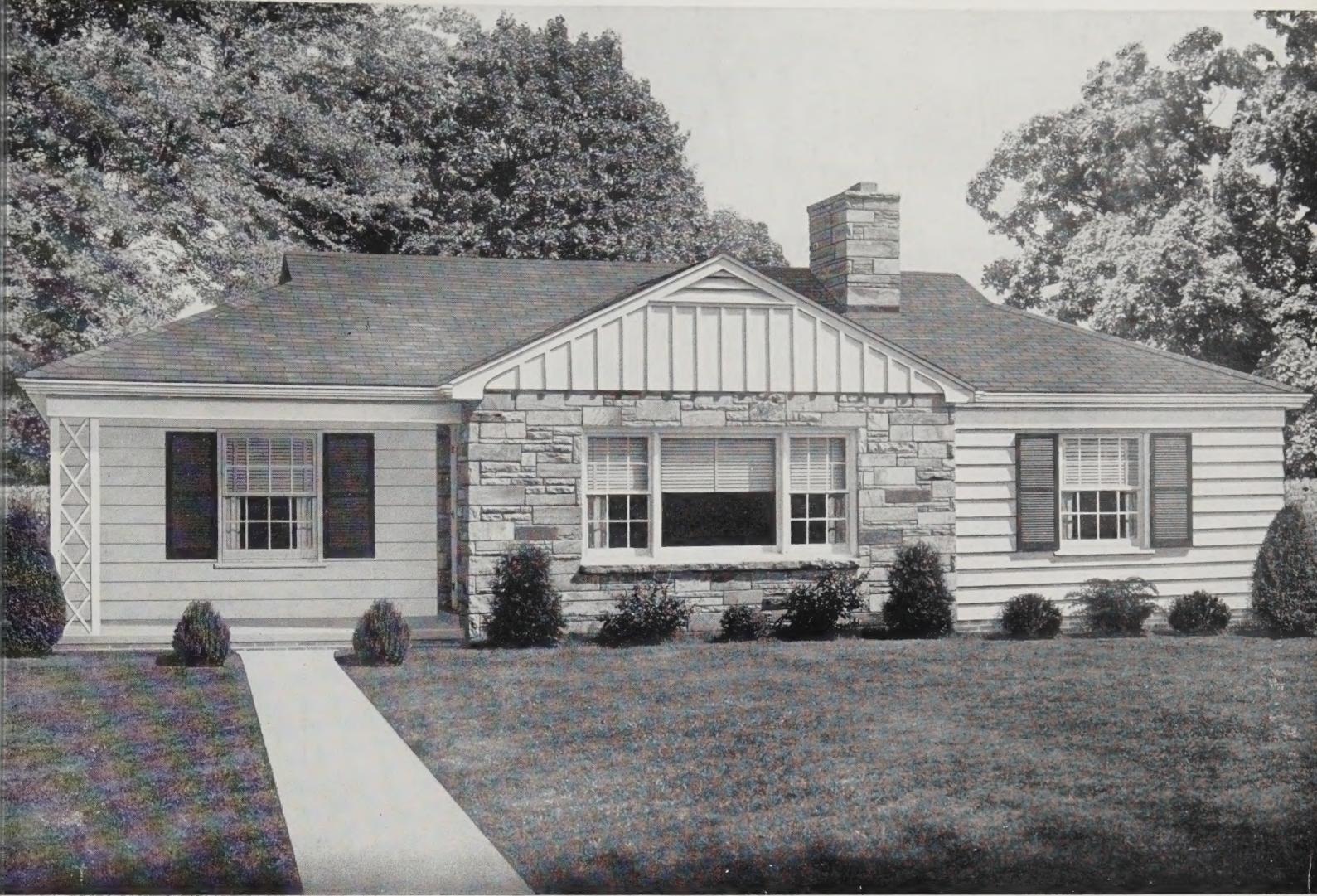
THE COST OF A HOUSE will differ widely over the territory we serve and can be accurately determined only by submitting complete working plans, material lists and specifications to reliable contractors in your immediate vicinity for bids. Before a reliable builder can give you a definite price, or even a fair estimate, he must see your lot—study your plans and specifications carefully. The "square foot" and "cubic foot" method of estimating the cost of a home is very unsatisfactory, as any experienced loan man or builder can quickly prove.

COST TABLES showing the approximate cost of materials and cost of construction for each design shown in this plan book will be mailed to you upon request.

CHECKS or **MONEY ORDERS** may be included with your order, or you can pay the postman for the plans upon delivery. If upon examination, plans are not found exactly as represented, you may return them within 10 days for full refund of the amount paid. Plans not returned within 10 days or used for securing loan commitments or building estimates may be exchanged for plans of any other design shown in our plan books for only \$5.00. There is no time limit on exchange of plans, provided they have not been used for construction purposes.

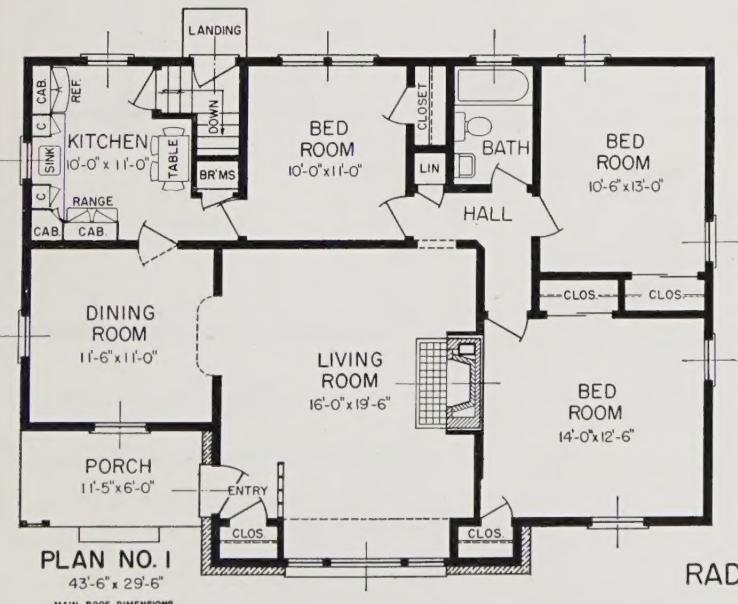
Also—We have prepared new **Subcontract Agreement Forms**—16 separate forms—that give specific information as to how the work under each separate Subcontract should be performed. They are neatly bound in booklet form and perforated so that any one or several Contract Forms may be easily removed. One set of 16 Forms is included without charge when **Isometric Construction Details** are purchased (\$1 per set when sold separately).

"IF YOU CAN PAY RENT YOU CAN PAY FOR A HOME"

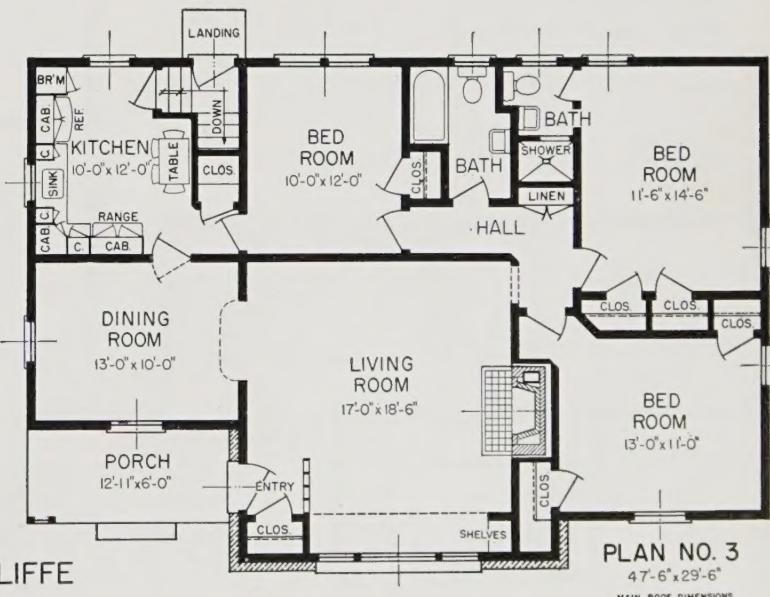


The RADCLIFFE

Humanity's earnest call is for kindness and good cheer. Those best fitted to do their bit toward human betterment are those who practice in their homes the principles which they endeavor to demonstrate abroad. Living up to one's moral standards is not a great task if the surroundings are satisfying and the arrangement of the home is as ideal as The Radcliffe.



RADCLIFFE



While the homes shown in this book are not identified with the individuals who created them, each plan was prepared by or under the direct supervision of currently Registered Architects.

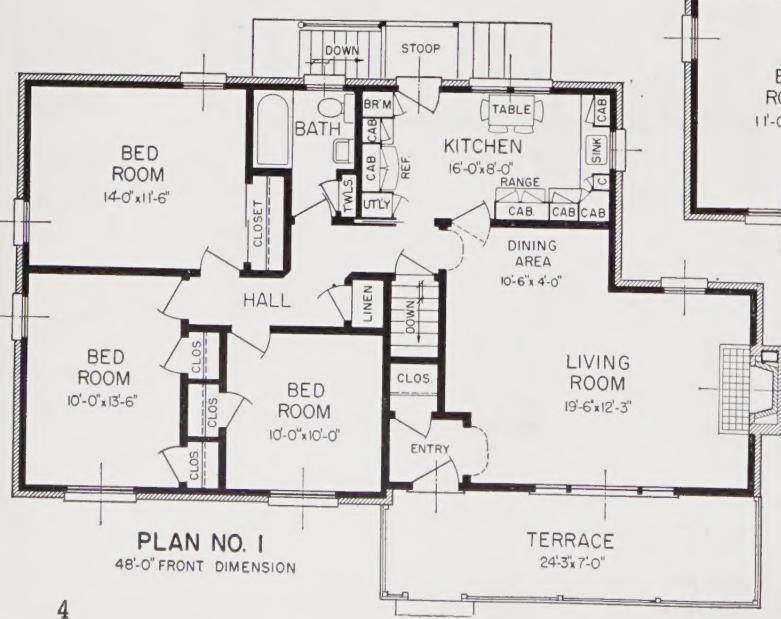
And in most states where our books are distributed, we can furnish our plans under the seal and signature of a locally Registered Architect (if required by local building regulations) at small additional cost. Prices, particulars, and suggestions on request.

For similar plans in this price range ask for "Homes of Today and Tomorrow."

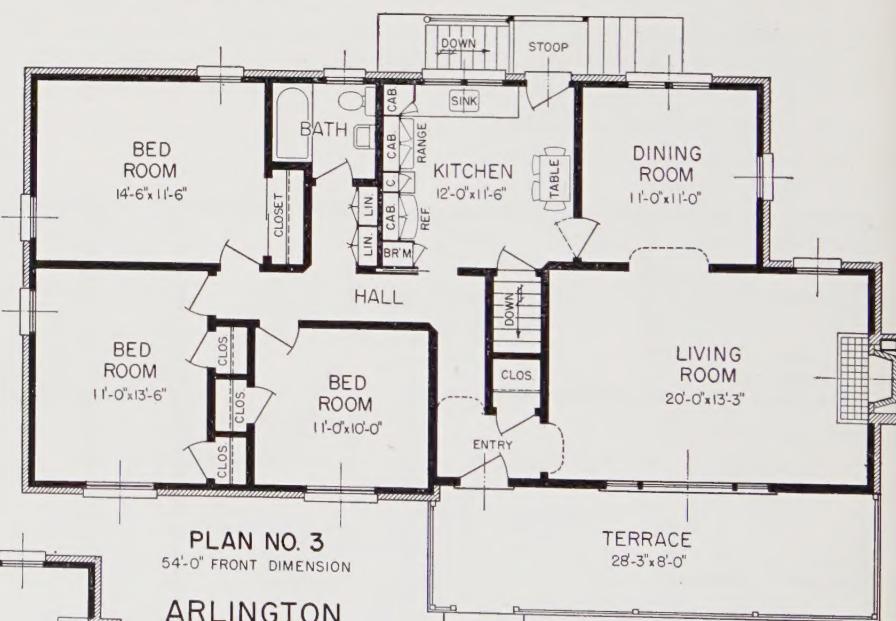


The ARLINGTON

The Arlington was designed for those who wish a home of distinction, decidedly different from the many well-known types. There is carefully combined in this home, grace, character, and comfort, and so cleverly have these three features been blended, it will stand as a thing of beauty in any community.



PLAN NO. 1
48'-0" FRONT DIMENSION

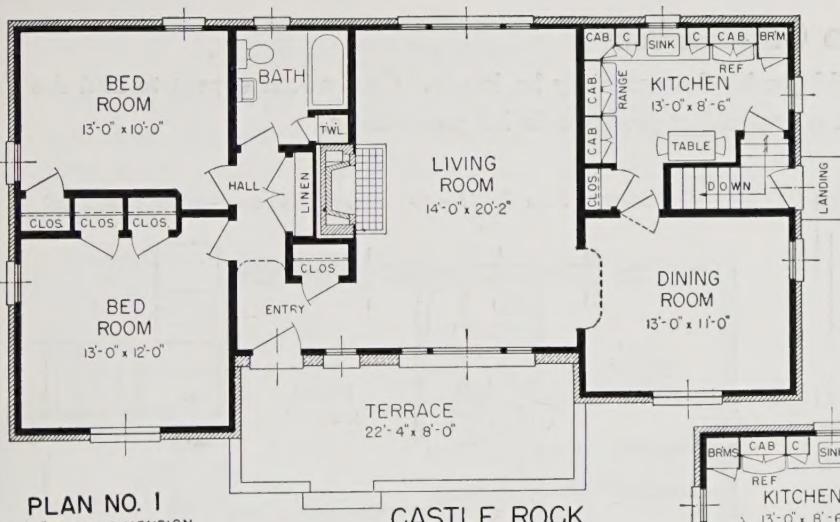
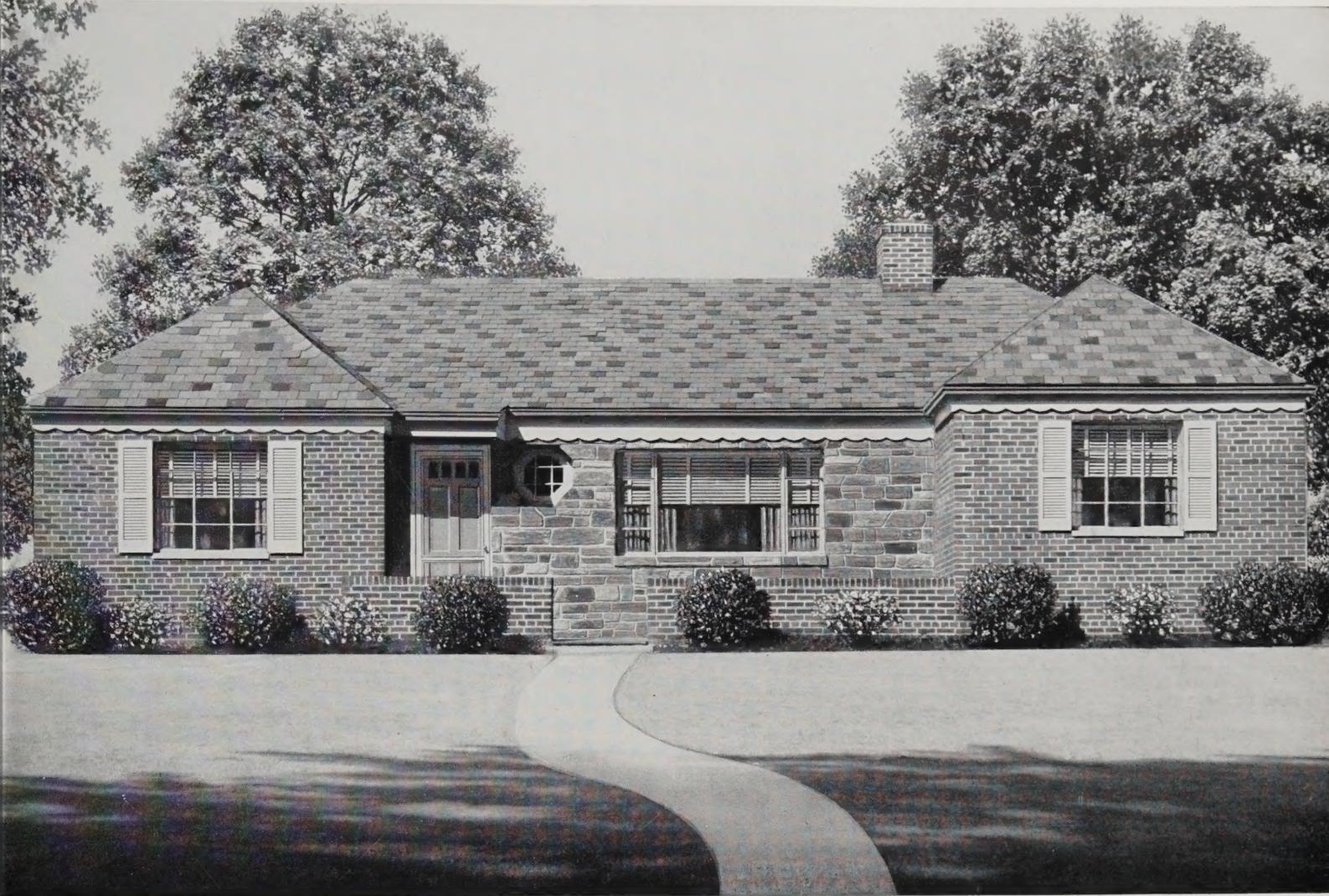


PLAN NO. 3

54'-0" FRONT DIMENSION

ARLINGTON

Because our house designs are types that do not go out of style for a lifetime, they have the highest loan values as well as the highest sales values of any homes within their price range.



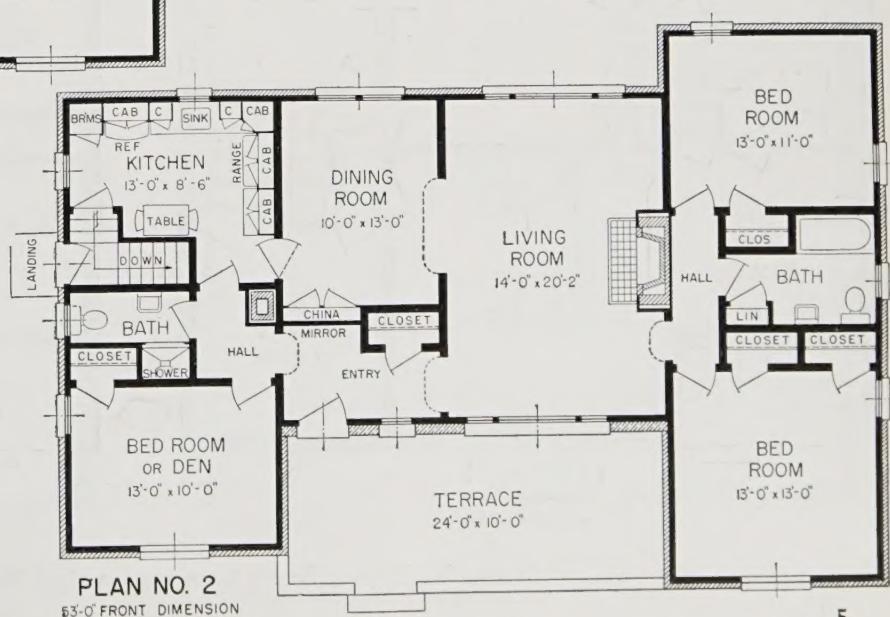
COST OF HOMES

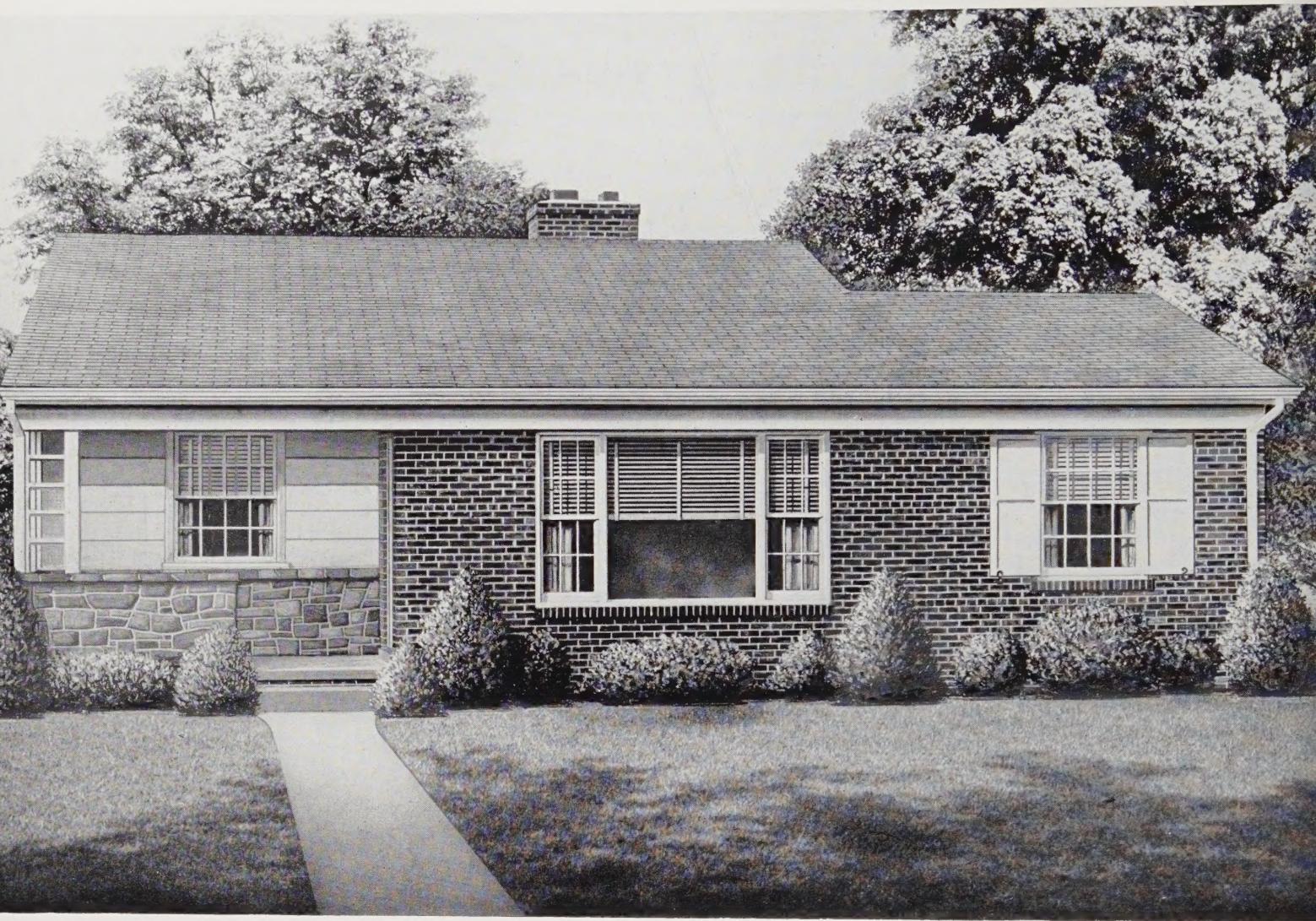
Write us for information as to the cost of all materials for any of the homes shown in our plan books. We cannot give you labor costs in the various towns, but we will be glad to give you the approximate cost of all materials delivered on your lot.

The CASTLE ROCK

The Castle Rock is designed for better days and better living. It will gladden the hearts of its owners and quicken the admiration of everyone who chances to see its graceful outlines.

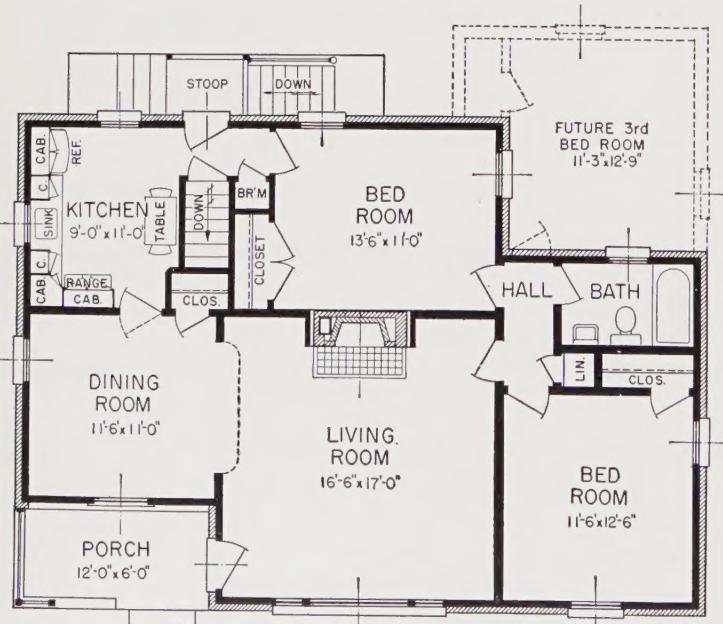
For three adjacent bedrooms, separate from living area, ask for Alternate Plans.





The CARLTON

A man is often judged as much by the home he builds as by the company he keeps. One would expect to find the owner of The Carlton a man of good judgment and a sentinel of progress in his community.



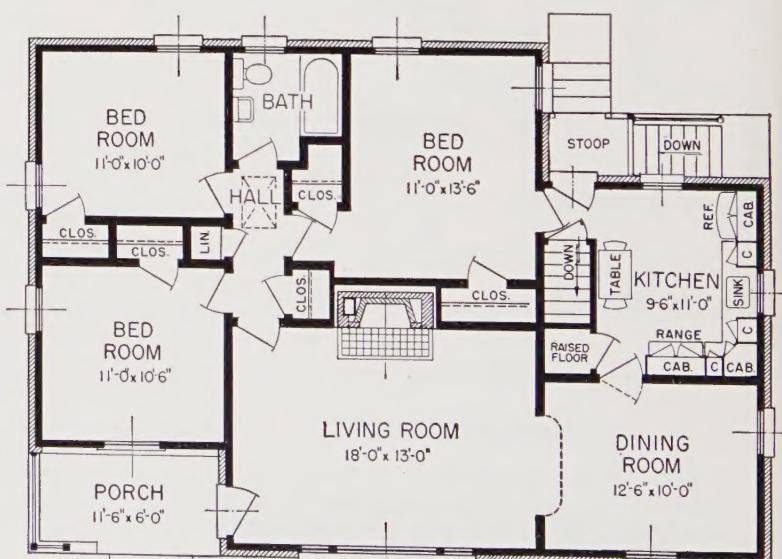
PLAN NO. 1

42'-0" x 30'-0"

MAIN ROOF DIMENSIONS

CARLTON

Alternate Plan No. 1—with three bedrooms—\$7.00 additional

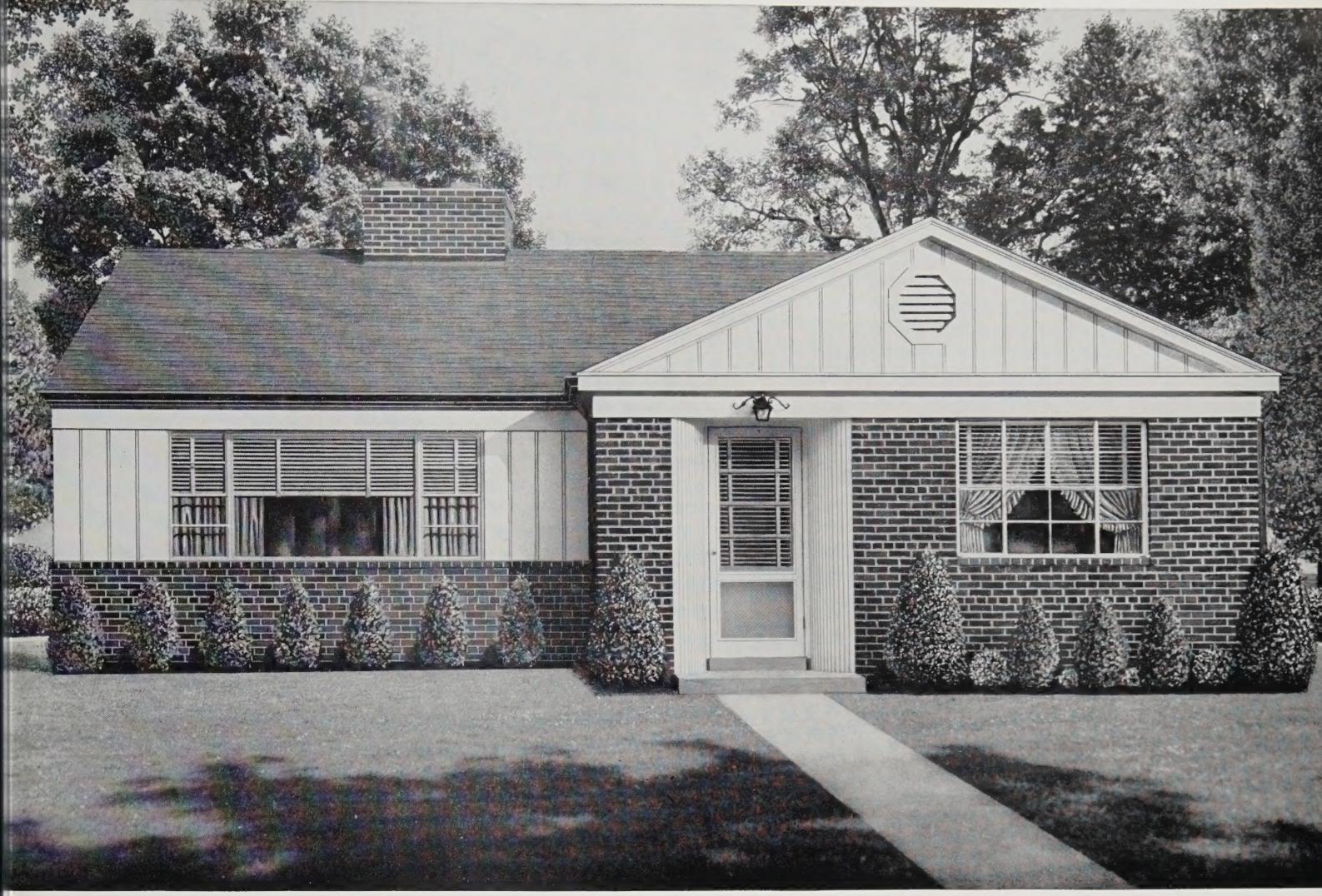


PLAN NO. 3

44'-0" x 31'-0"

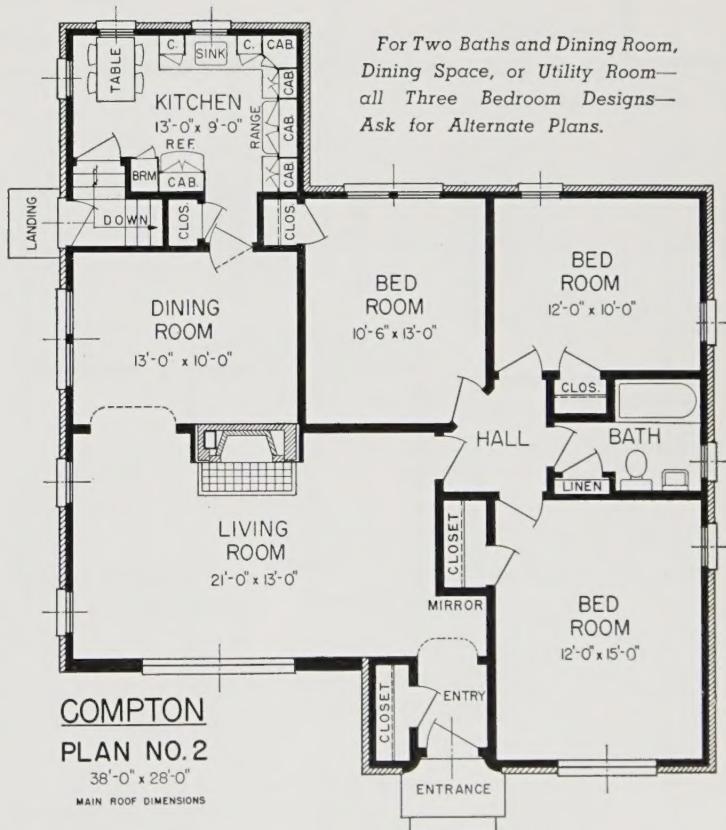
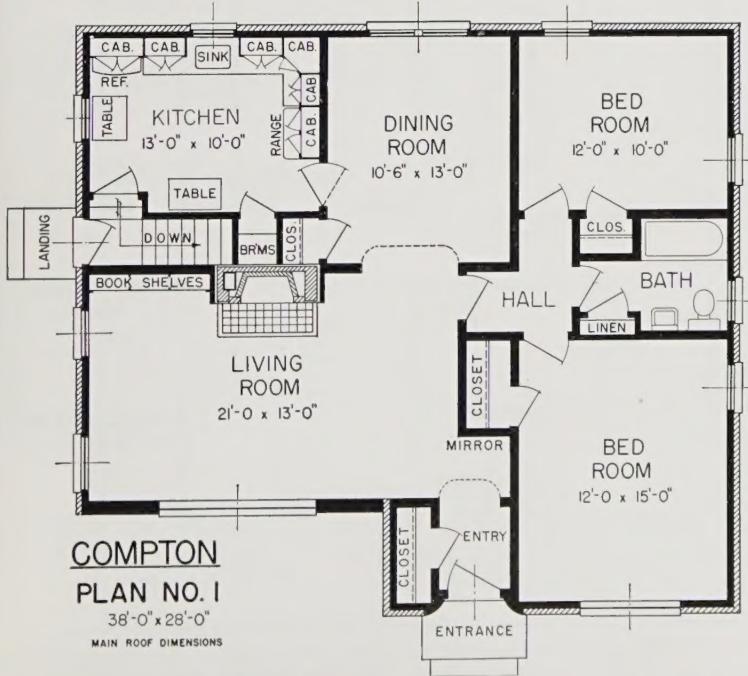
MAIN ROOF DIMENSIONS

If you build your home through the right loan plan, your monthly payments should be no more
Ask for a free copy of Folders "B", "F", and "H", in



The COMPTON

The Compton will compare favorably with many homes priced far beyond its cost. Furthermore, its floor plans offer every comfort to be found in homes of much larger dimensions.



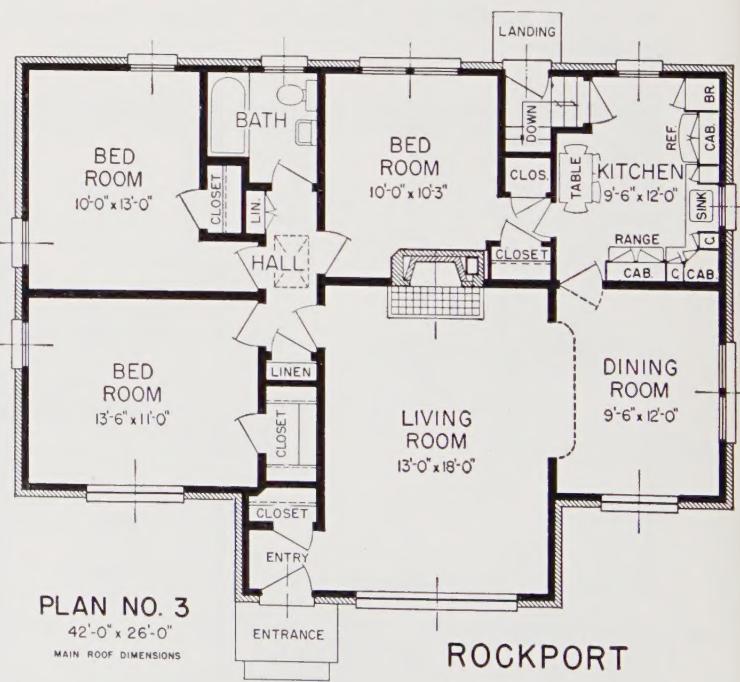
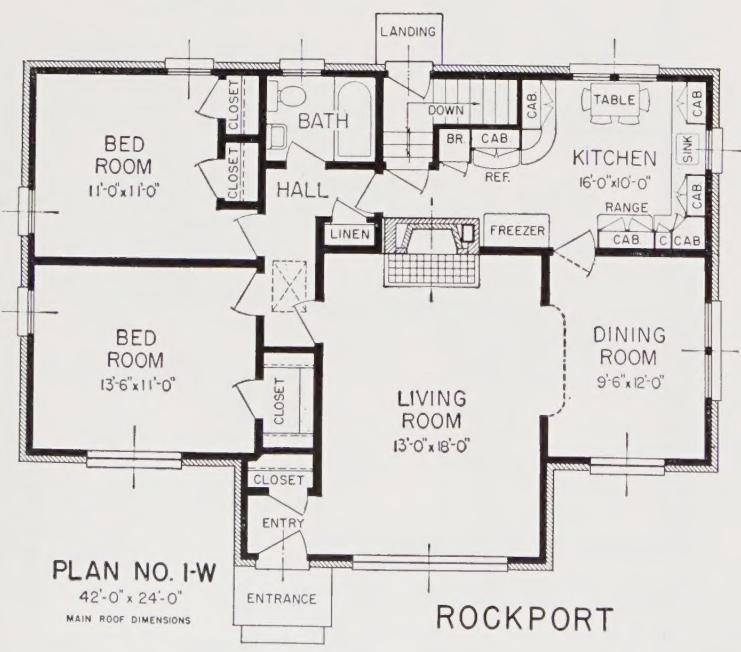
than rent. In addition, about half of your payments will be placed to your credit as a saving, which home financing is made plain.

Stock plans may be returned within 10 days for full refund if unsatisfactory.



The ROCKPORT

If more floor space per dollar is desired in a home without the sacrifice of architectural beauty, the Rockport is the answer. Not only is it spacious, but unusually attractive as well. The floor plans offer many time and labor-saving features.



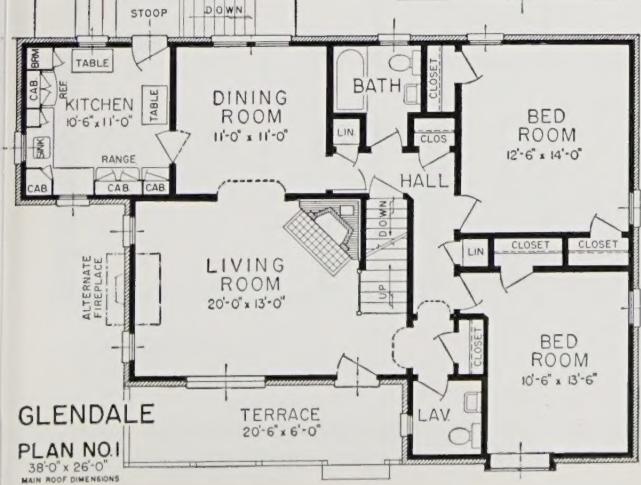
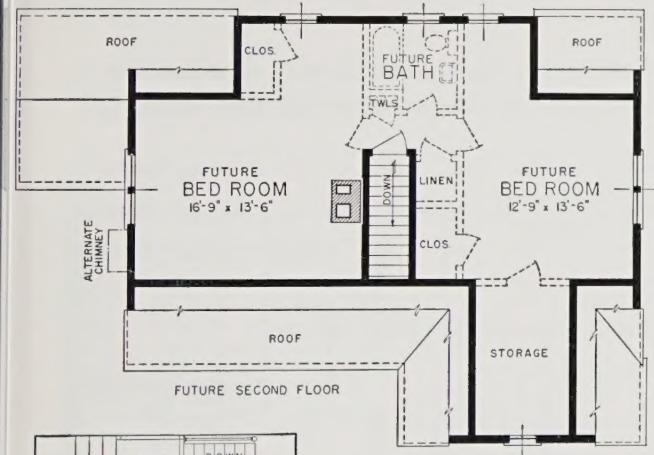
Our Pioneer Garage, illustrated in HOMES YOU CAN BUILD YOURSELF, provides temporary living quarters while your home is being constructed and also provides a garage and heated workshop later. Plans free with all house plans ordered from HOMES YOU CAN BUILD YOURSELF. If ordered separately, they are \$5 per set.



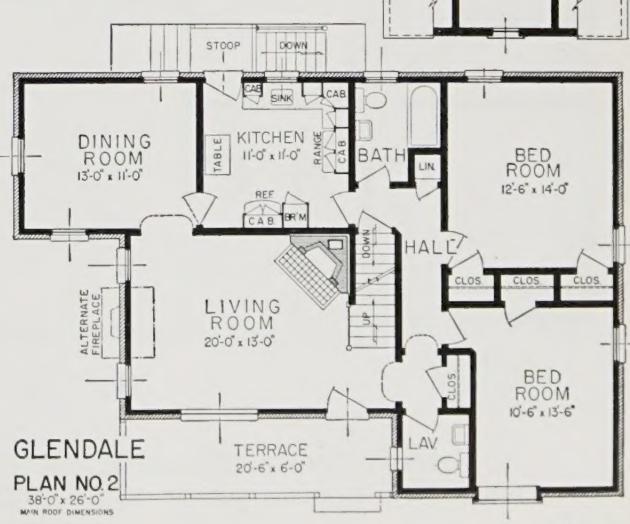
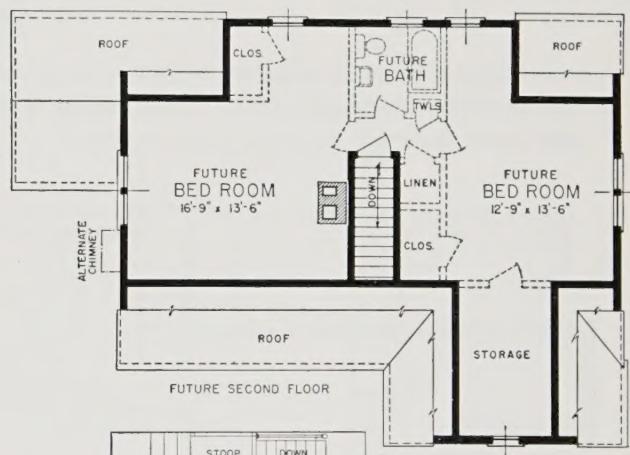
Painted Brick

The GLENDALE

The Glendale seems to gleam with home gladness. It actually seems to speak of the good neighborhood of which it is a part, and of the sound judgment of its owner.



Before beginning the construction of your home ask for our free and helpful Folders — "A", "B", "C", "F" and "H", as well as our Booklet 32. They will give you many cost-cutting ideas.

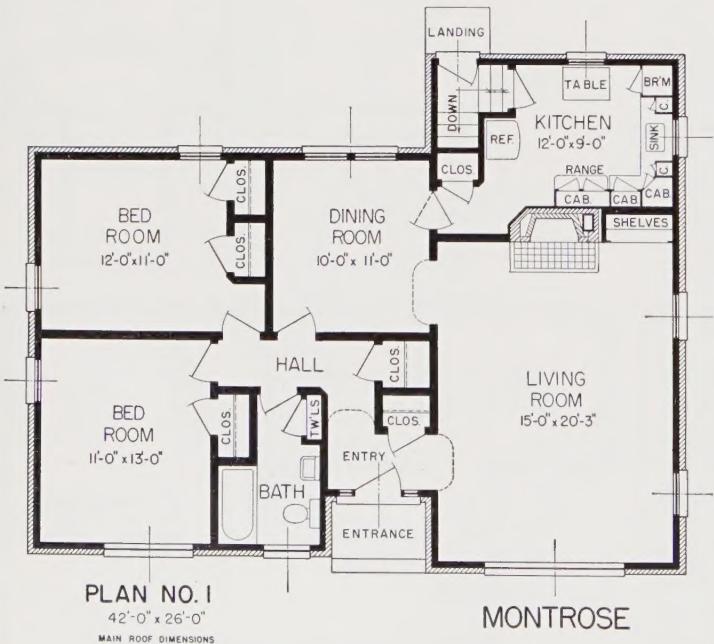


Plans available for homes without basements (see page 2).



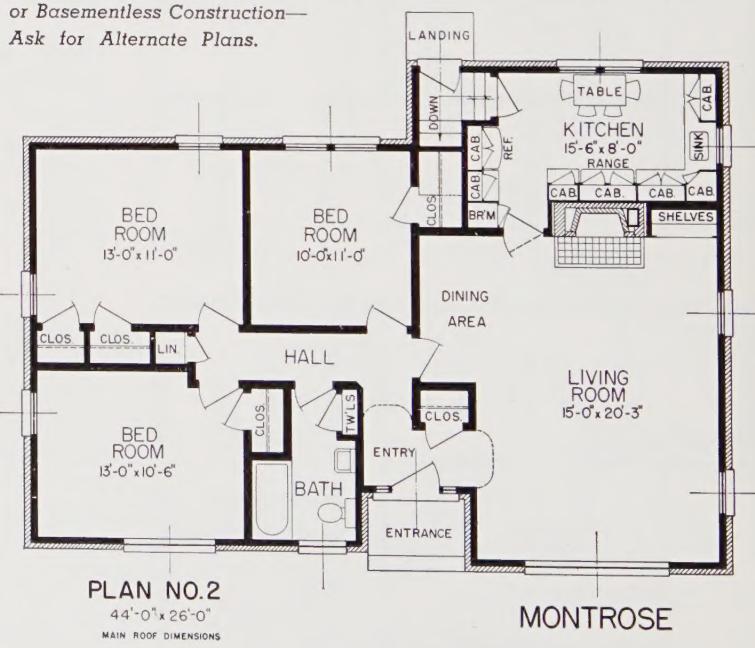
The MONTROSE

Many lot owners who have been waiting for the Montrose will say at once: "Here is our home." And the cost of this lovely masterpiece will be found within their means. The size, too, enabled its designers to offer floor plans that will meet the most exacting requirements.



PLAN NO. 1
42'-0" x 26'-0"
MAIN ROOF DIMENSIONS

For Two Baths, or Separate Dining Room in Three Bedroom designs—
or Basementless Construction—
Ask for Alternate Plans.



PLAN NO. 2
44'-0" x 26'-0"
MAIN ROOF DIMENSIONS

Folders Free on Request.

Folder "A", Answers to Questions. Answers important questions on good construction and present prices. Folder "F", Facts on Financing Small Homes. How to build on easy terms. Folder "H",

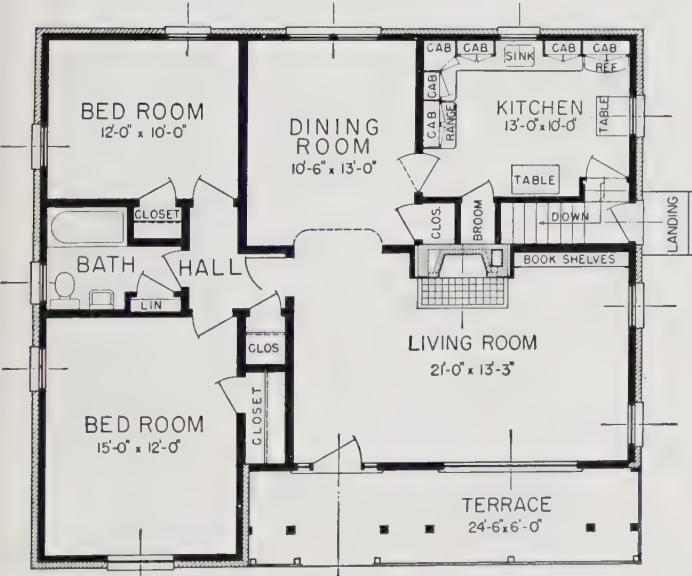
For plan prices, see front cover and page 2.



The PIEDMONT

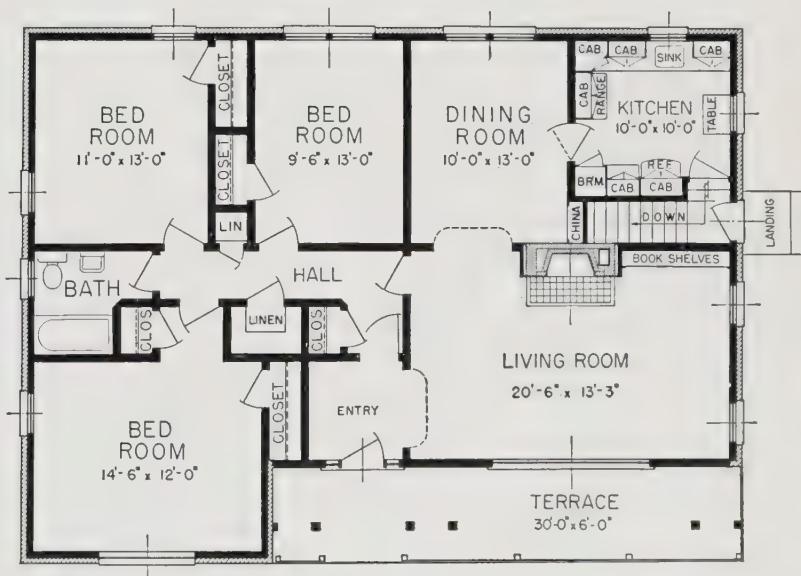
The Piedmont will prove to be the pride of any community, both as to the interior and the exterior. Banks and Building Associations are ready to make liberal loans on homes of such outstanding value and lasting beauty.

For Three Bedroom Plans, one with Dining Space and one with Two Baths and Dining Room, ask for Alternate Plans.



PLAN NO. 1
38'-0" x 28'-0"
MAIN ROOF DIMENSIONS

PIEDMONT



PLAN NO. 2
46'-0" x 28'-0"
MAIN ROOF DIMENSIONS

PIEDMONT

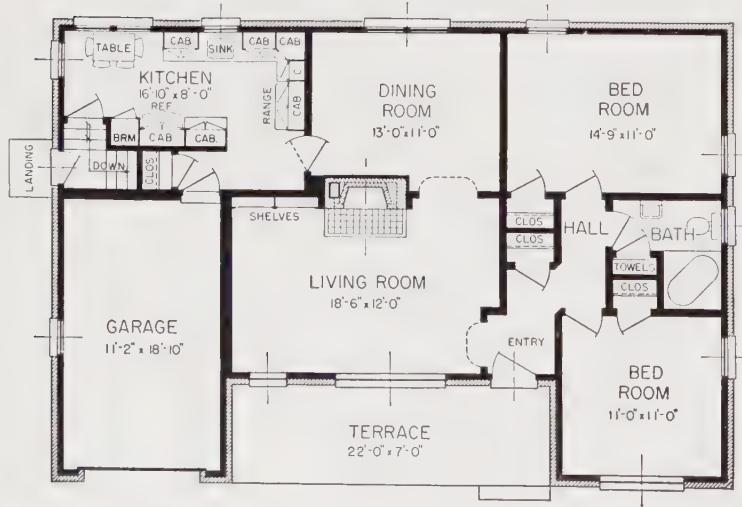
struction. Folder "B", Important points on good construction. Folder "C", Comparative Construction Costs. On good How to Build Your Own Home. Folder "O", Owner Supervision. Read these folders carefully. They will help you.



The PASADENA

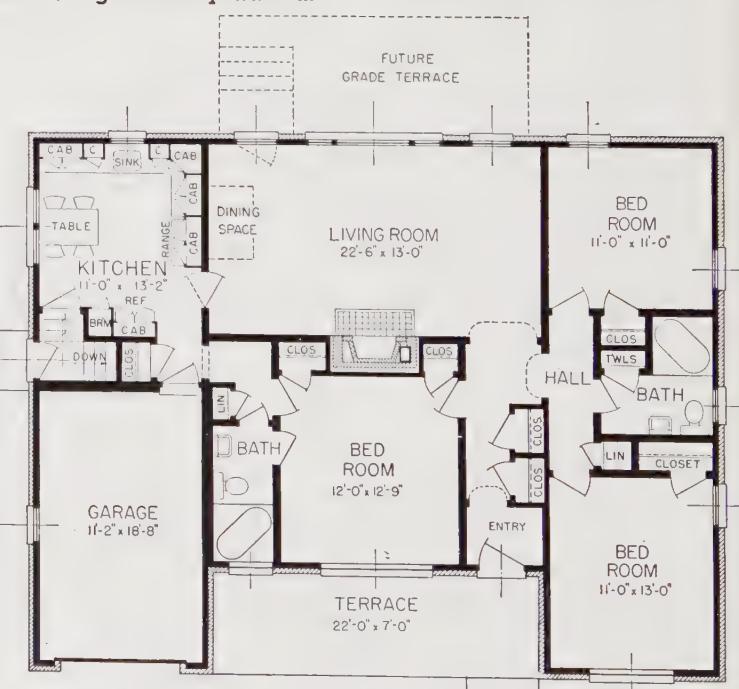
Few will pass the Pasadena without pausing to admire its symmetry and balance. And the thoughtful will observe and appreciate the many extra features of convenience so graciously added.

TWO OTHER FLOOR PLANS ON REQUEST



PLAN NO. 3
47'-0" FRONT DIMENSION

PASADENA

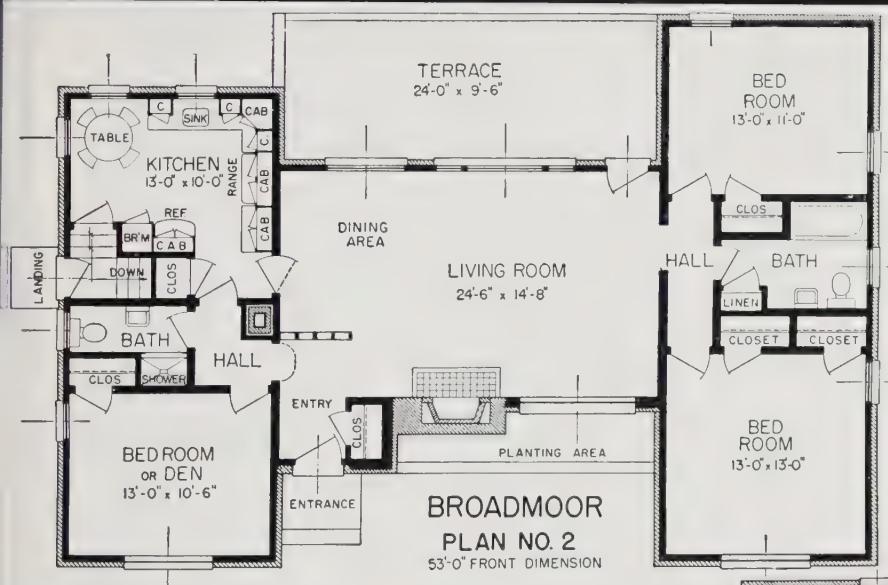


PLAN NO. 4
47'-0" FRONT DIMENSION

PASADENA

Our Standard Specifications Cover Every Item of Cost from Foundation to Roof, and give the inexperienced builder a new conception of good construction.

Our Plans are Designed to Meet the Requirements of all Loan Agencies.



BROADMOOR
PLAN NO. 2
53'-0" FRONT DIMENSION

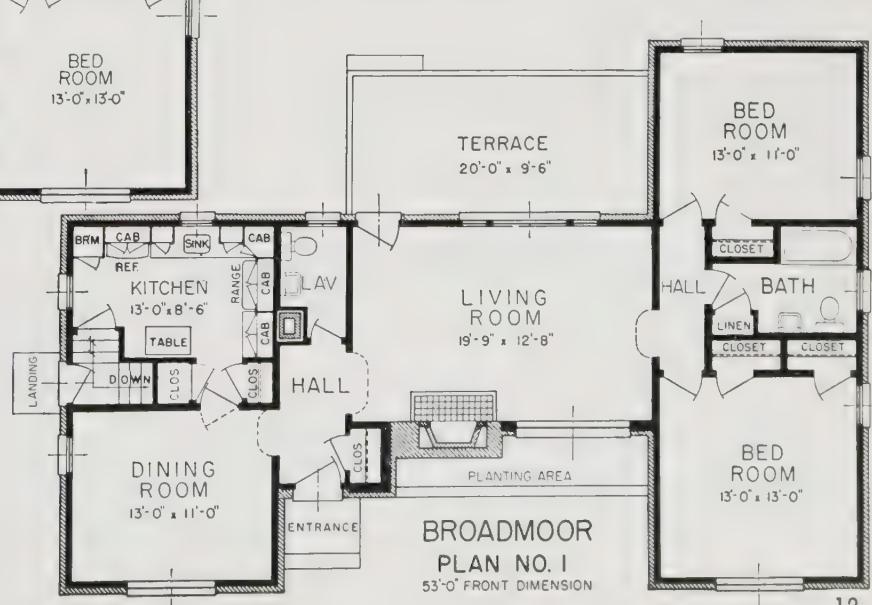
GARAGES AND BREEZEWAYS in many instances enhance the beauty and value of your home—serve a very useful purpose and permit full utilization of your home site to the best advantage. As an extra service to our customers, we have prepared plans for Garages and Breezeways which are adaptable to many of the house designs shown in this plan book, as well as homes already built. Complete plans, elevations and details are priced at only \$5.00 per set.

Write for illustrated sample sheet.

The BROADMOOR

The Broadmoor has beauty in abundance and outstanding distinction. Many will say, "Truly this is the home I've been waiting for".

For similar plans adapted to "Slab", or Basementless construction, ask for Alternate Plans.

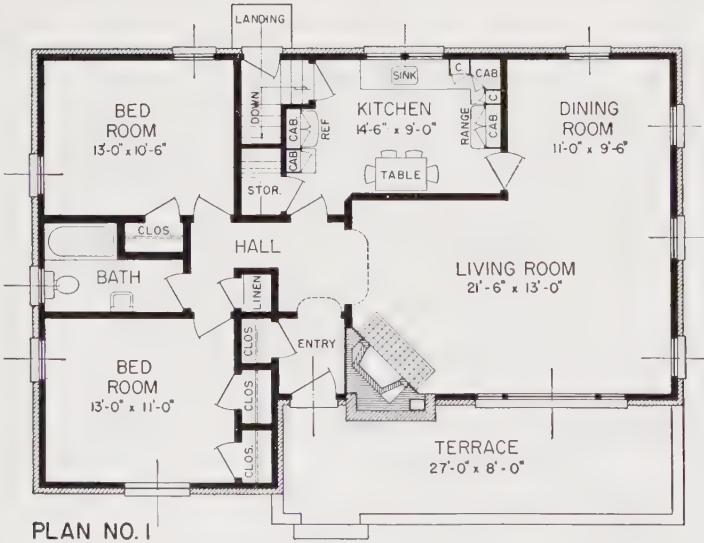


BROADMOOR
PLAN NO. 1
53'-0" FRONT DIMENSION

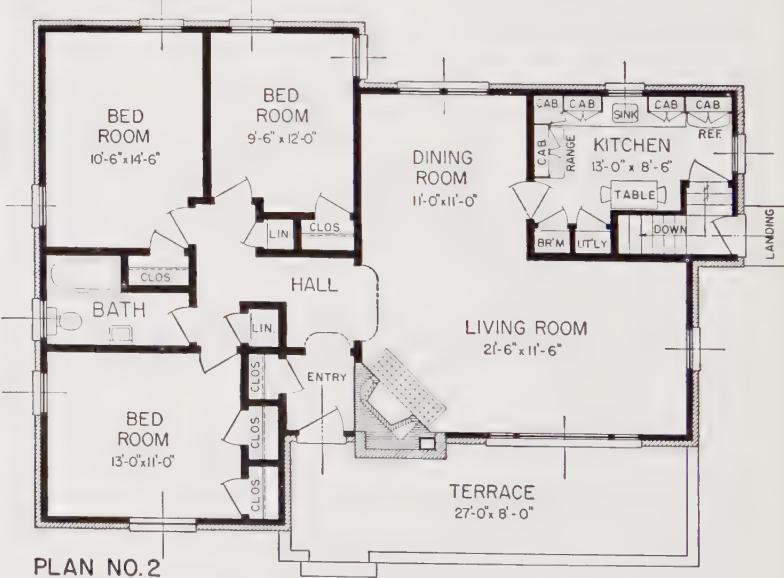


The BUENA VISTA

Thousands of hearts will go out at once to the Buena Vista because of the vast improvement it offers in the "Ranch" or "Rambler" type. Only the economy of standardized construction can be anticipated on a design of such grandeur, but its unusual balance and beauty will beckon to every home lover.



BUENA VISTA



BUENA VISTA

Other Plan Books for Those Who Want to Build Homes at First Cost.
HOMES OF TODAY AND TOMORROW—HOMES FOR YOUR STREET AND MINE—HOMES YOU CAN BUILD YOURSELF
 50c each; or All Three for \$1.00

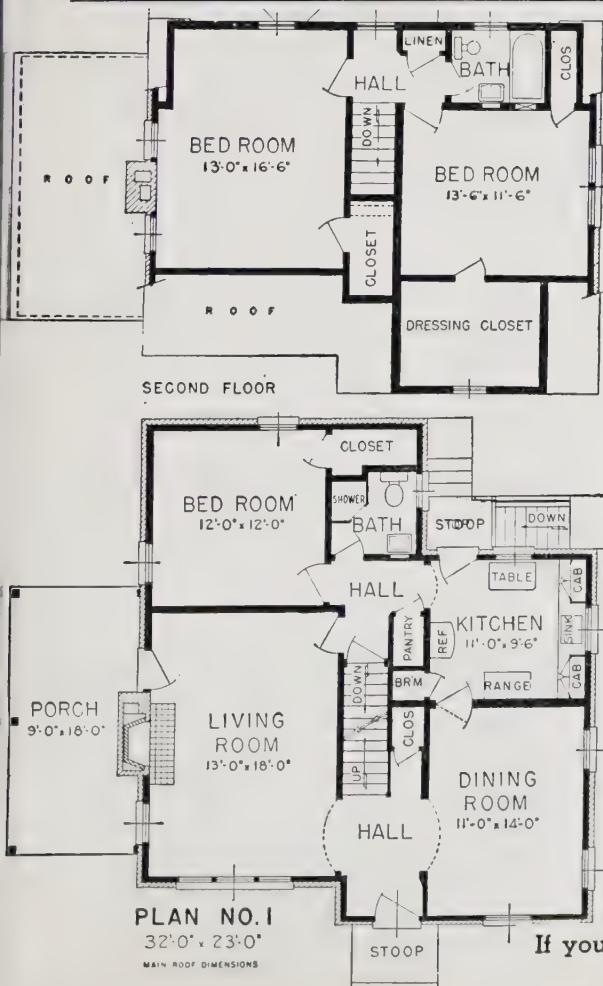
may be used with any of our Standard Plans (see page 2)



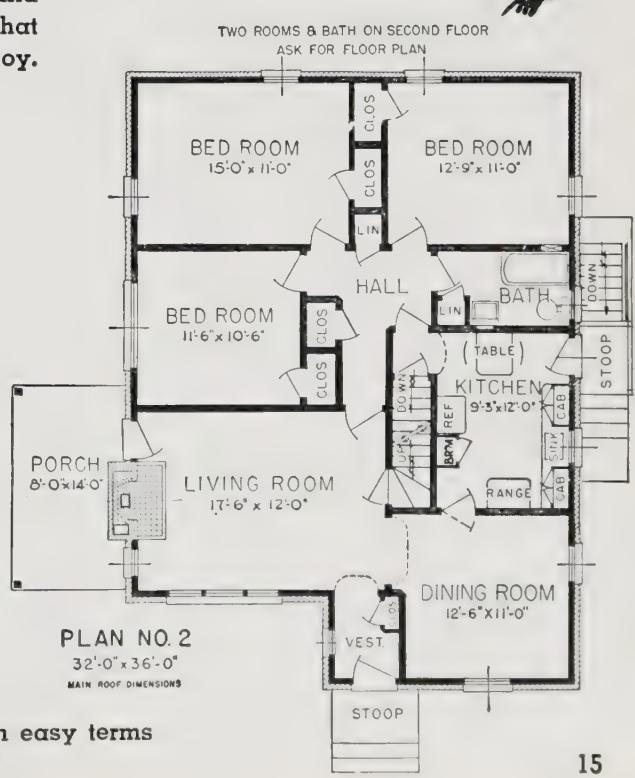
The SOUTHBROOK

Not a flaw to be found in The Southbrook. It invites you to linger and love the fine points that mean the best in home joy.

Two other floor plans on request.



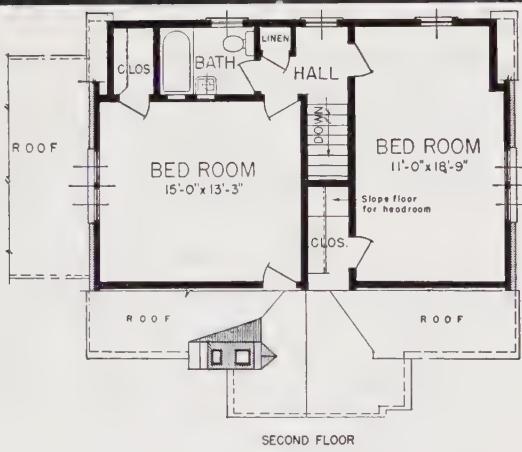
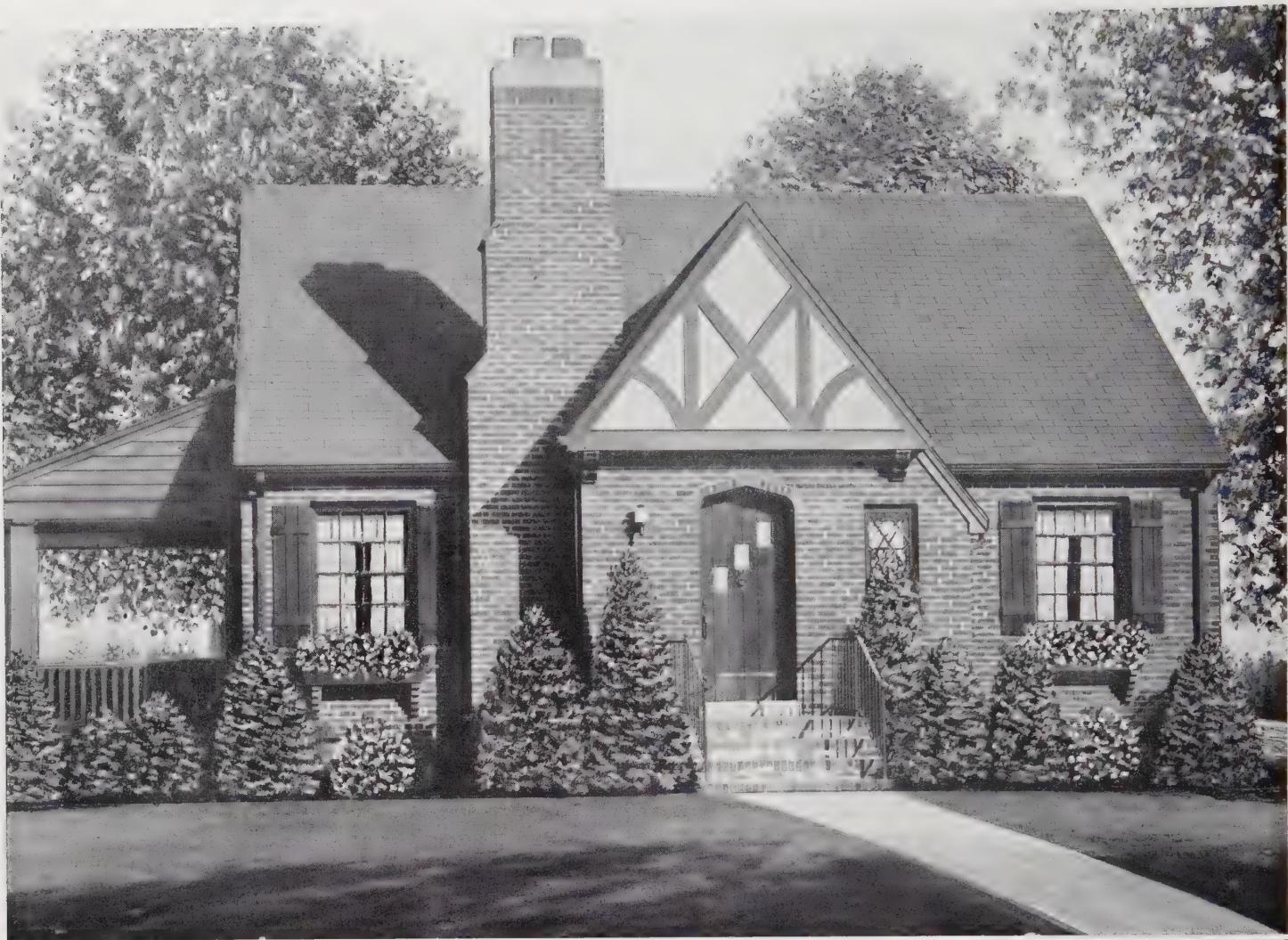
Two other floor plans
on request.



SOUTHBROOK

If you want to build a home on easy terms
ask for Folder "F"

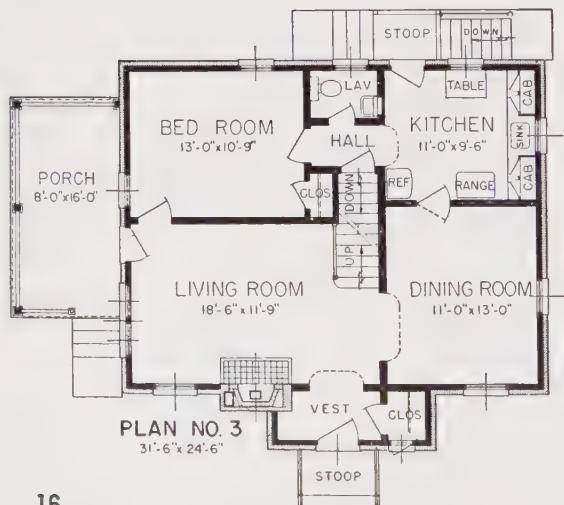
A Well Planned Home Saves a Lot of Steps in a Lifetime of Housekeeping



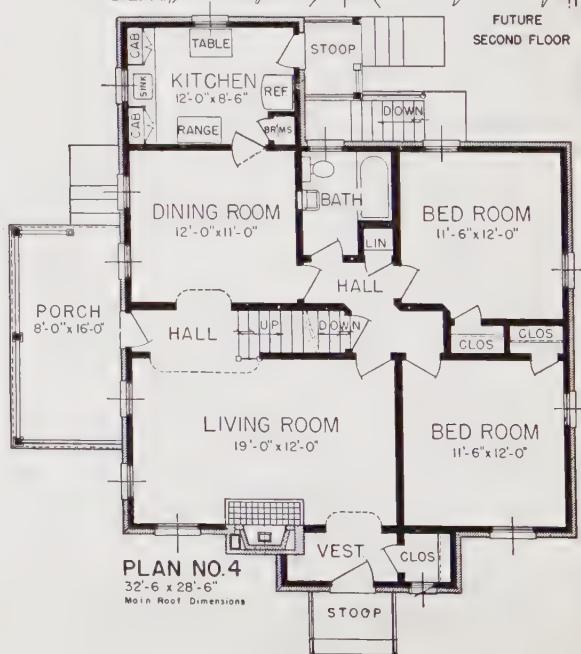
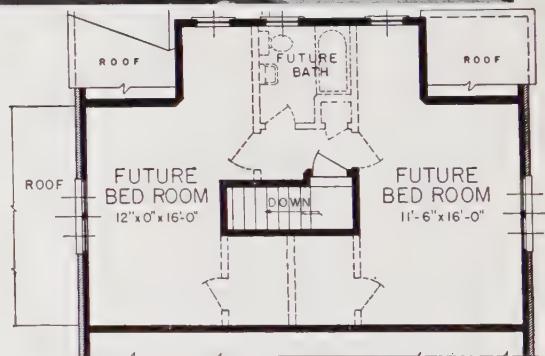
The GLENMORE

One of the finest English cottages designed in recent years.

Three other floor plans on request.



GLENMORE

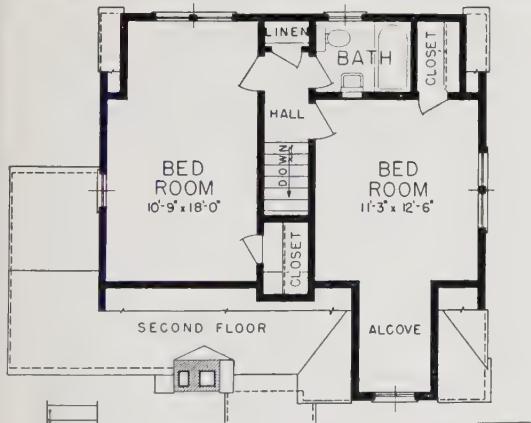


PLAN NO. 4
32'-6" x 28'-6"
Main Roof Dimensions



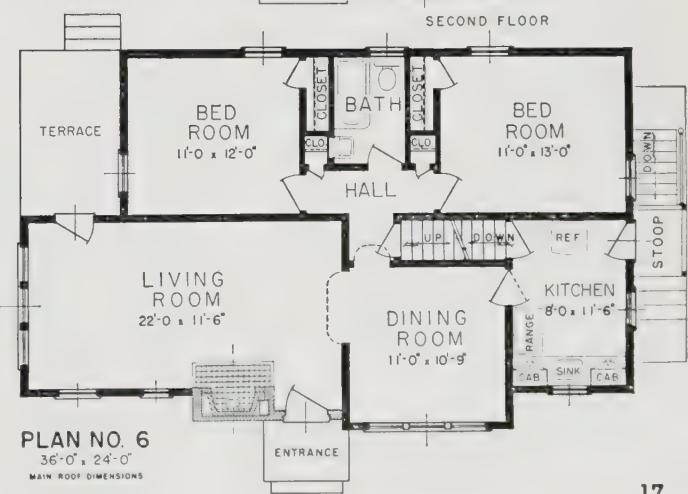
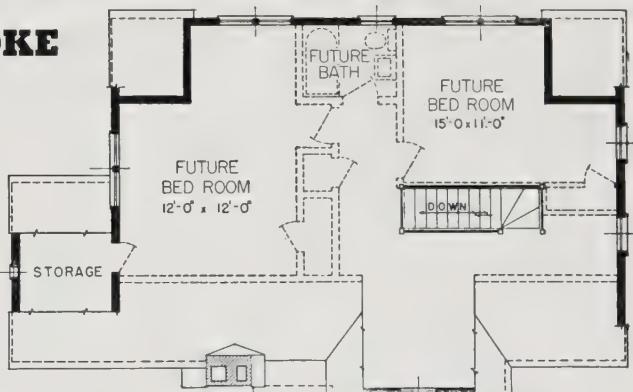
The HOLBROOKE

The Holbrooke is a new English design with unusual charm and staunch character.



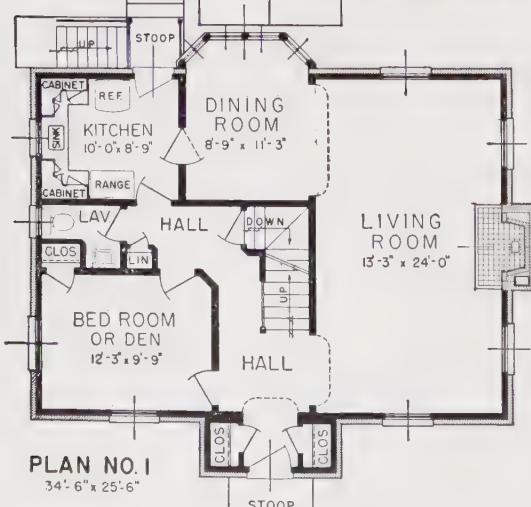
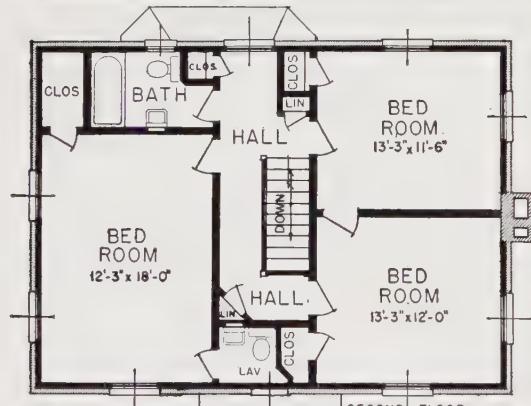
PLAN NO. 5
26'-0" x 24'-0"
MAIN ROOF DIMENSIONS

Ask for three other floor plans. They will be furnished gladly on request.



PLAN NO. 6
36'-0" x 24'-0"
MAIN ROOF DIMENSIONS

HOLBROOKE



The GLADSTONE

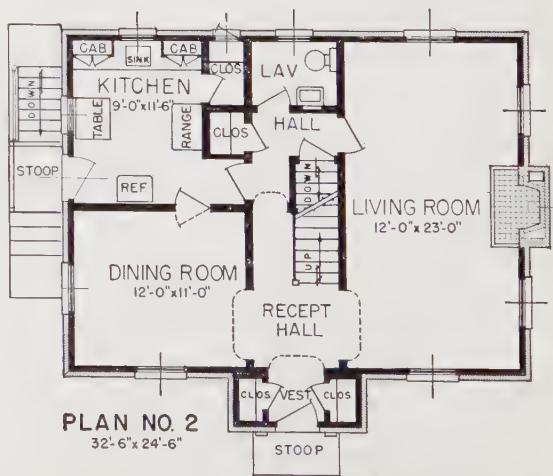
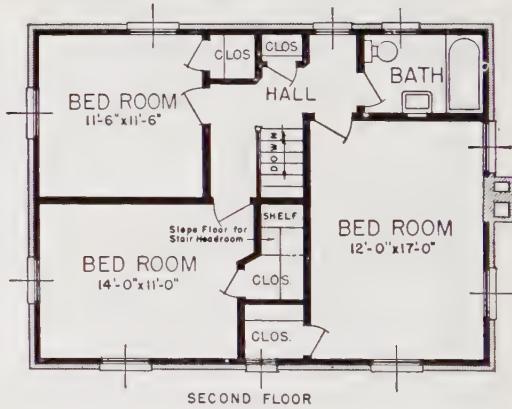
It is only once in a generation that some home-lover dreams out a design like the Gladstone. Here in a straight two-story brick is found polish and refinement seldom seen in homes even near its construction cost.

All of our plans show 7-ft. basements, with either grade or inside and outside entrances. A few of our "Ranch" or "Rambler" type designs show 1/4th or 1/2 basements, due to the large foundation sizes.

All 2-story houses show first floor ceilings 8 1/2 feet, second floor ceilings 7 1/2 to 8 feet.

GLADSTONE

Two other floor
plans on request.



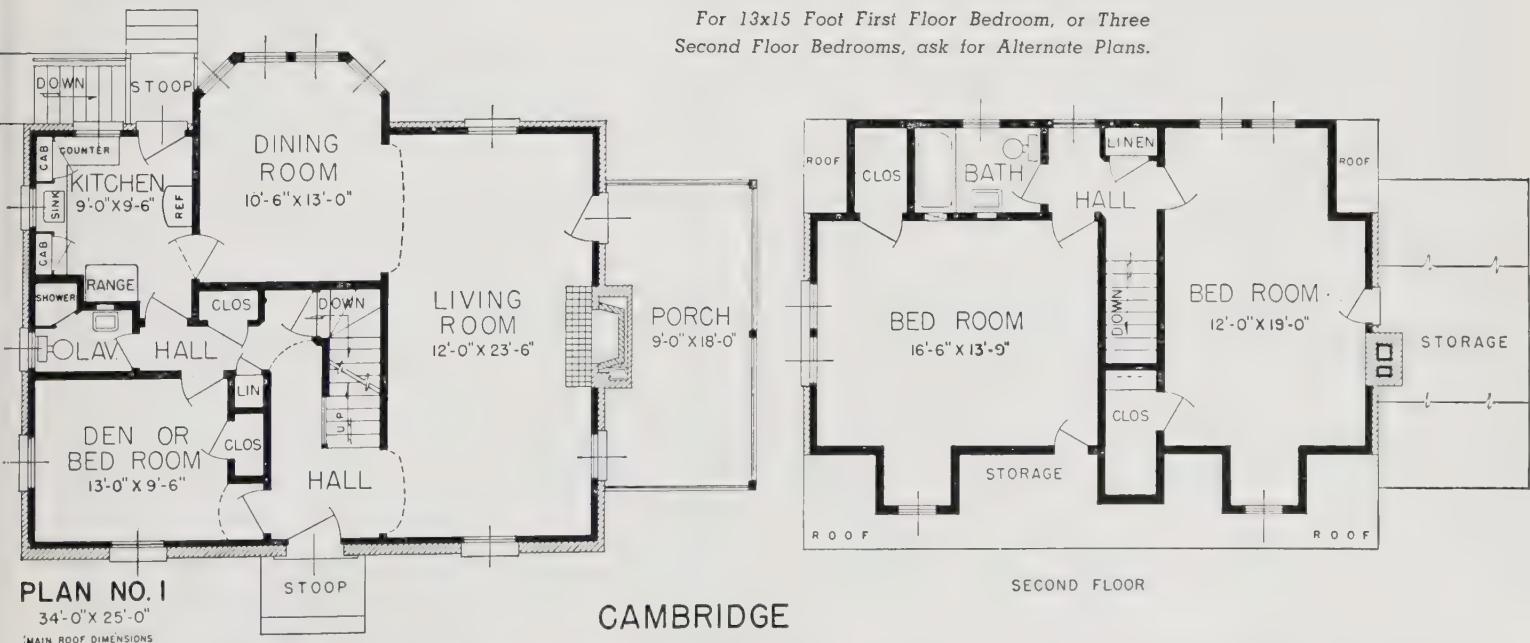
most of the house designs shown in our plan books, as well as to homes already built.



The CAMBRIDGE

Did you ever see such a lovely home? Did you ever see a floor plan with so many lovable features? Truly it is a classic within its price range.

For 13x15 Foot First Floor Bedroom, or Three Second Floor Bedrooms, ask for Alternate Plans.



CAMBRIDGE

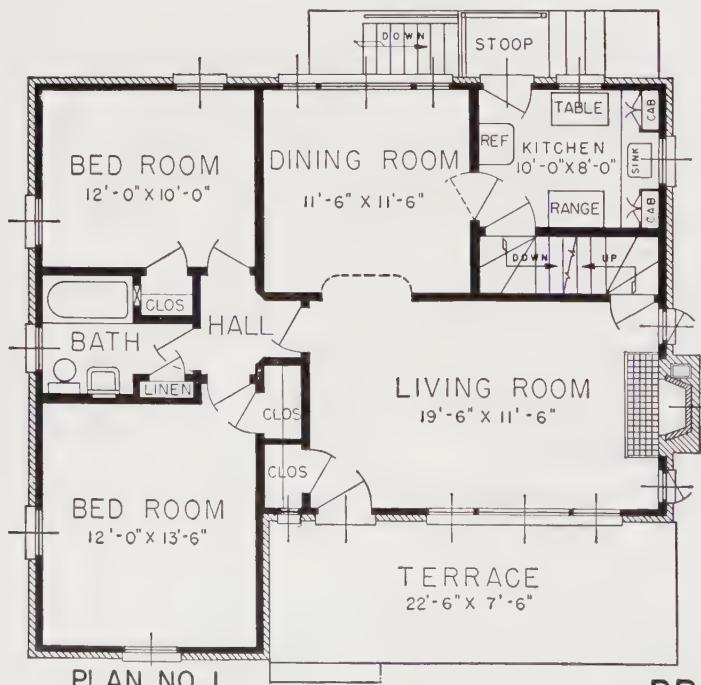
The plans offered in this book are the result of the **combined** efforts of a staff of presently Registered Architects, long associated with this organization, who supervise, check and approve each original working drawing. Through extensive practice in the field of residential architecture, they are well acquainted with the aspirations and requirements of the **average** home builder.



Painted Brick

The BRIGHTON

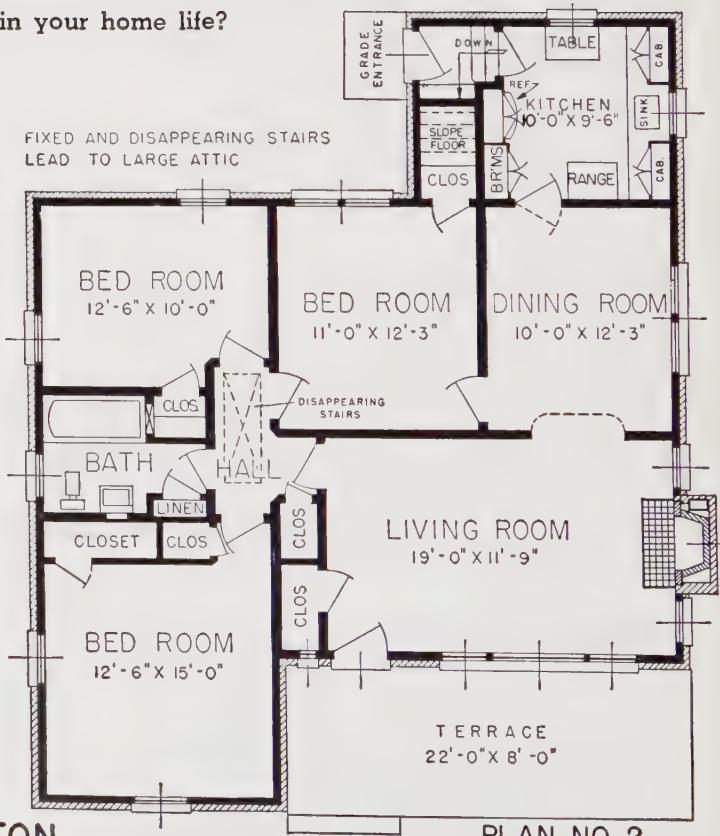
Are you looking for more brightness and good cheer in your home life?
Here you will find it in abundance in The Brighton.



PLAN NO. 1

36'-0" x 24'-0"

MAIN ROOF DIMENSIONS



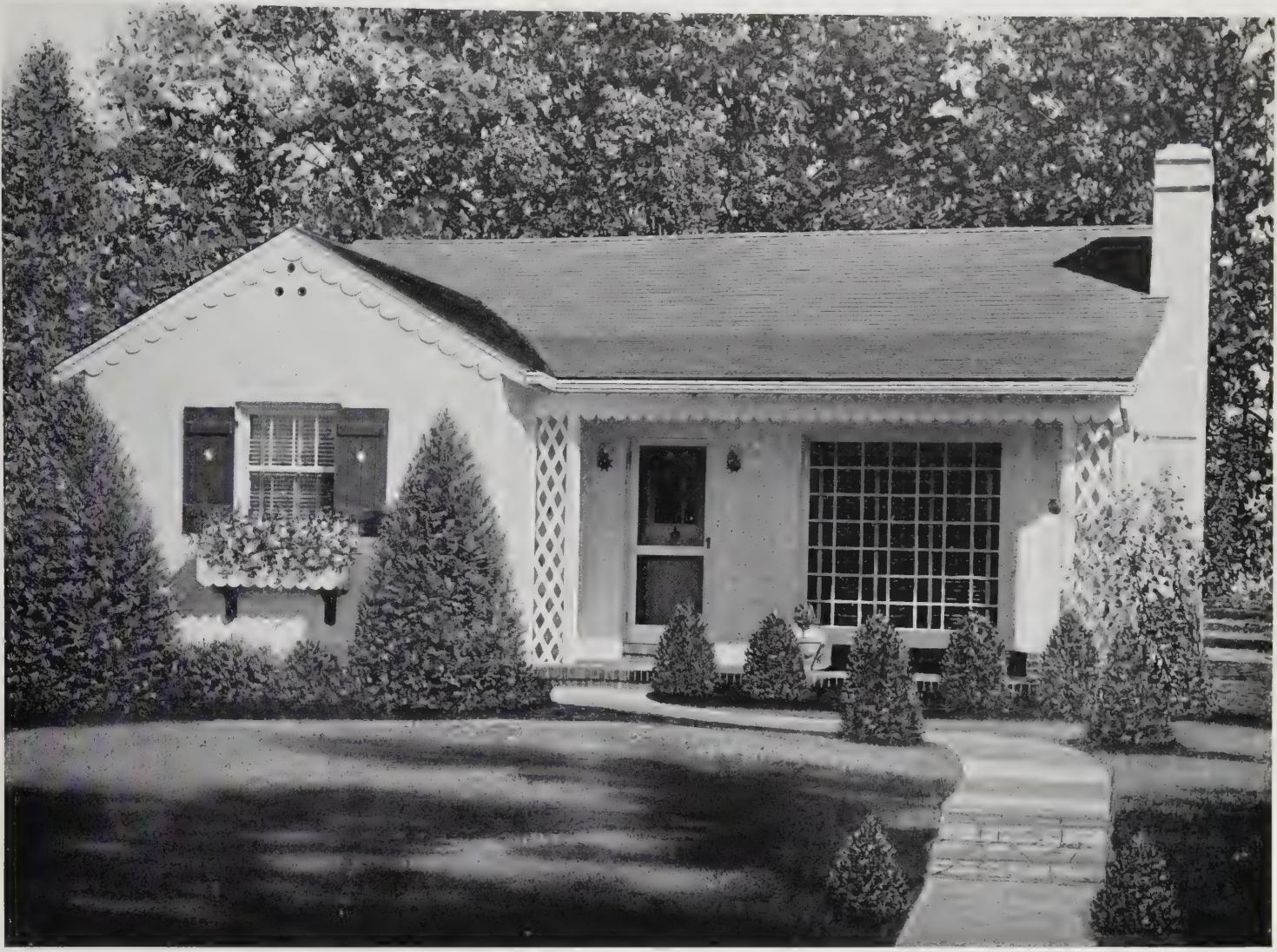
PLAN NO. 2

36'-0" x 26'-0"

MAIN ROOF DIMENSIONS

BRIGHTON

Two other floor plans on request.



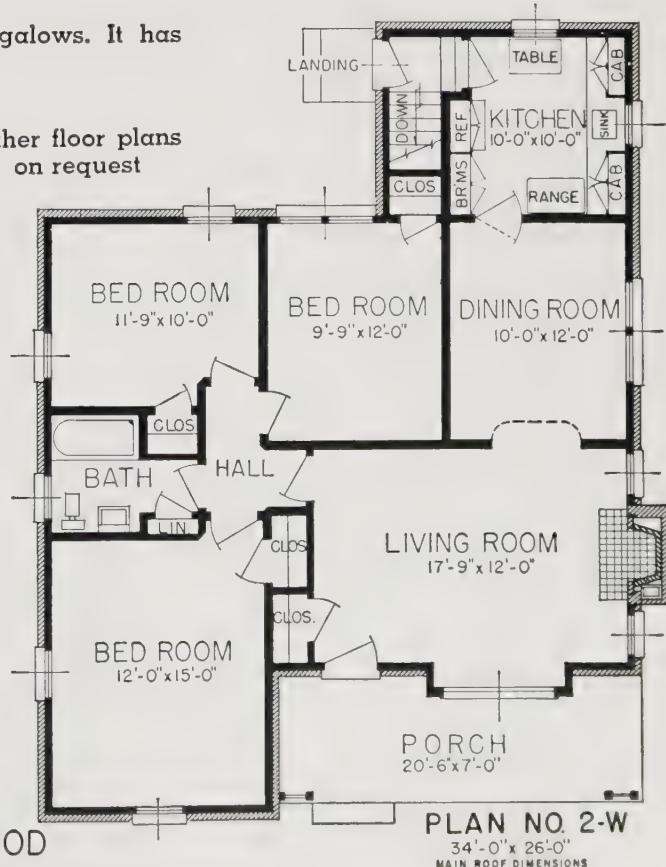
Painted Brick

The GREENWOOD

The Greenwood is one of the finest in the field of bungalows. It has character, individuality and charm far in excess of its cost.



Other floor plans
on request



If you can pay rent you can pay for a home of your own.



The BURLINGTON

The touch of dignity of the Burlington, coupled with its artistic beauty, should give any builder great pride in ownership.

Two other floor plans gladly furnished on request.

PLAN BOOKS, FOLDERS, ETC., PUBLISHED FOR THOSE WHO WANT TO BUILD THEIR OWN HOMES AT FIRST COST.

Books

- "Better Homes at Lower Cost" 50c ea.
- "Homes of Today and Tomorrow" 50c ea.
- "Homes for Your Street and Mine" 50c ea.
- "Homes You Can Build Yourself" 50c ea.

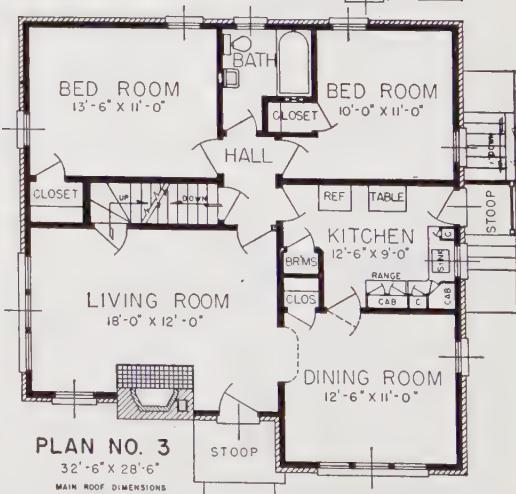
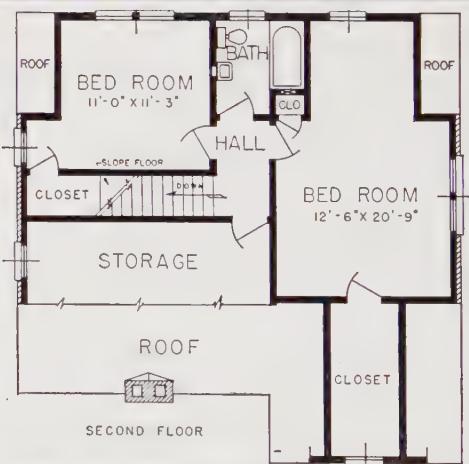
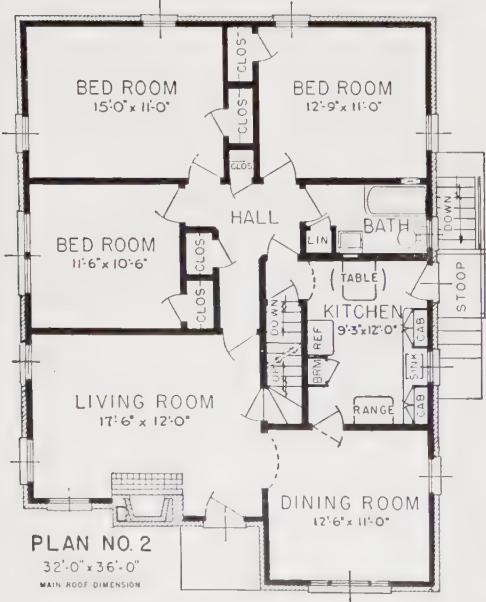
Folders Free on Request

Folder "A", *Answers to Questions*. Answers 24 important questions on good construction.
Folder "B", 9 Important points on good construction.

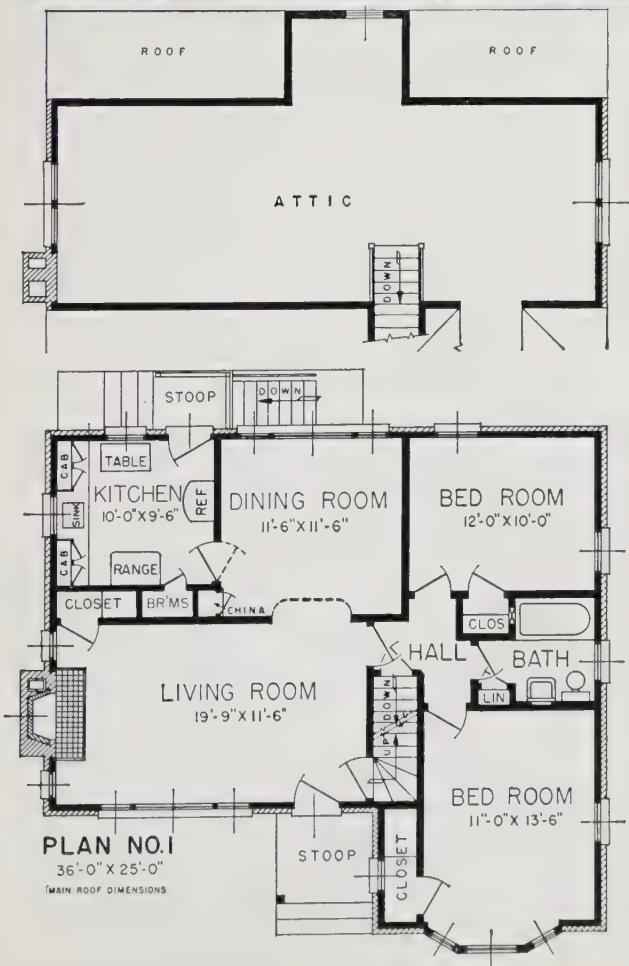
Folder "C", *Comparative Construction Costs*, On good construction and present prices.

Folder "F", *Facts on Financing Small Homes*. How to build on easy terms.

Folder "H", *How to Build Your Own Home*.

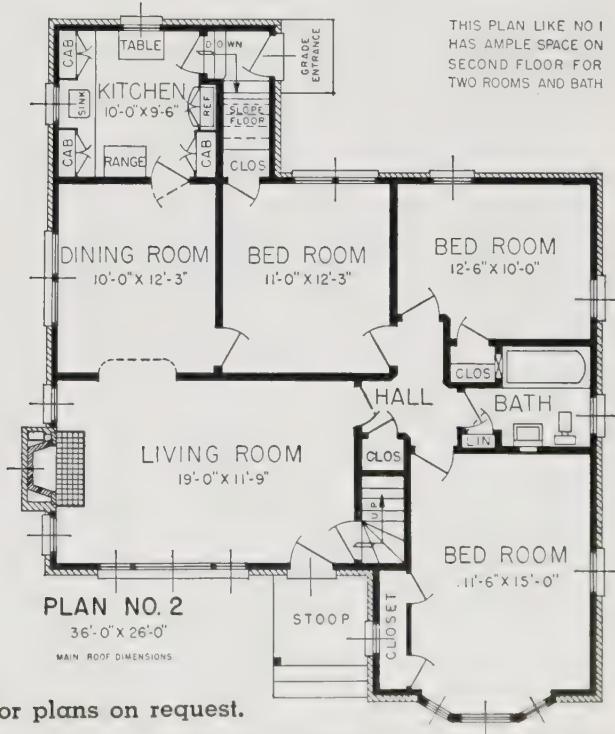


Picture and Bay Windows are attractive in any type Home



The KNOWLTON

In our modern way of life can we imagine greater comforts than can be found among the many fine features of The Knowlton? We can search in vain for faults in these faultless floor plans.



KNOWLTON

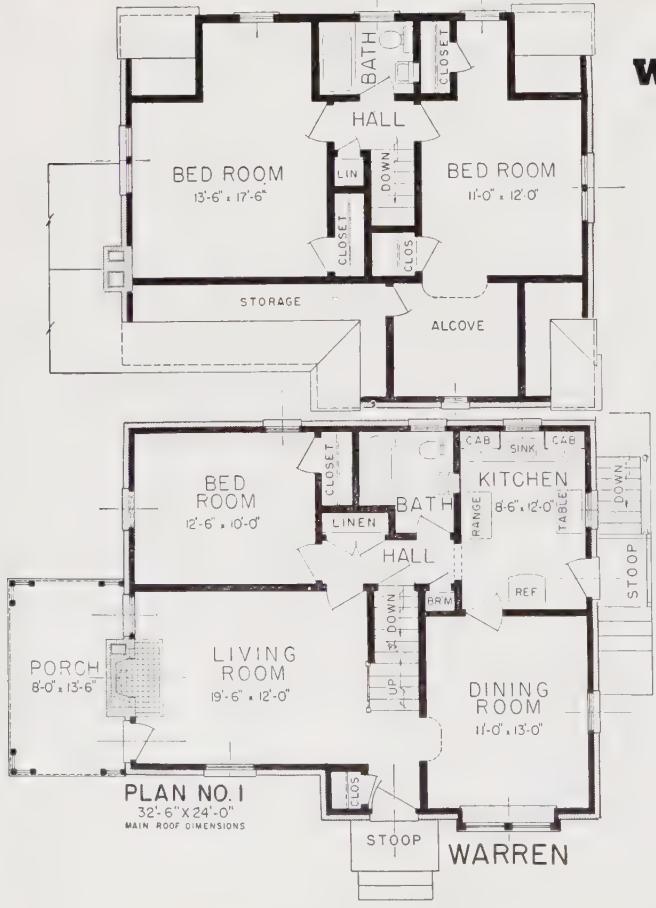
Two other floor plans on request.

Any Plan Ordered May Be Exchanged for Any other Standard Stock Design for the Small Exchange Fee of \$5. 23

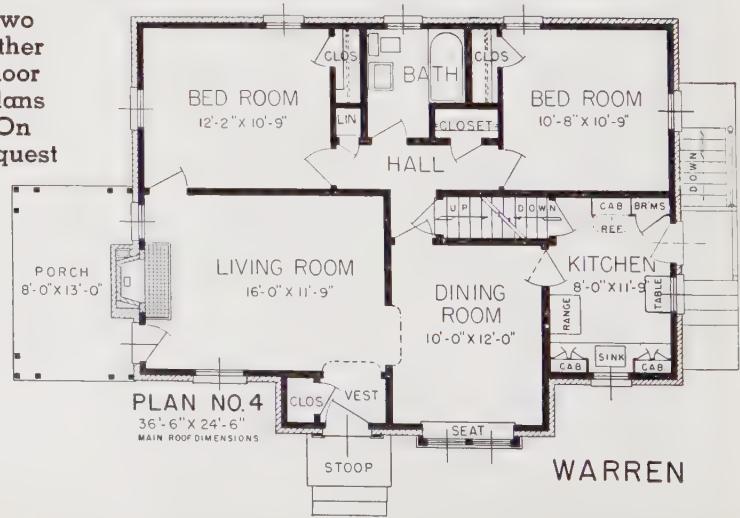
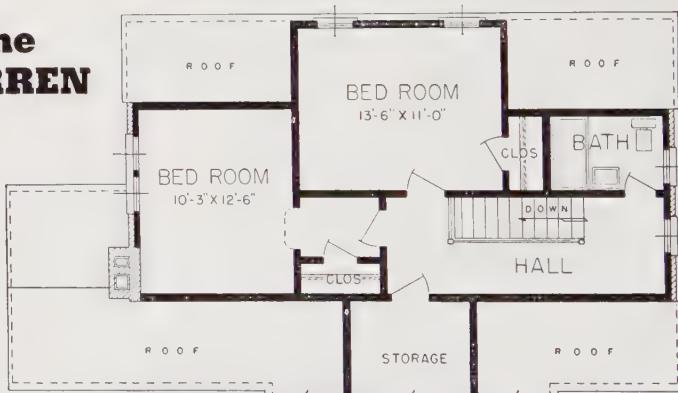
Home Ownership May Not Change a Man's Character; but it Will Afford a Better Opportunity to Develop It.



The **WARREN**



Two
Other
Floor
Plans
On
Request



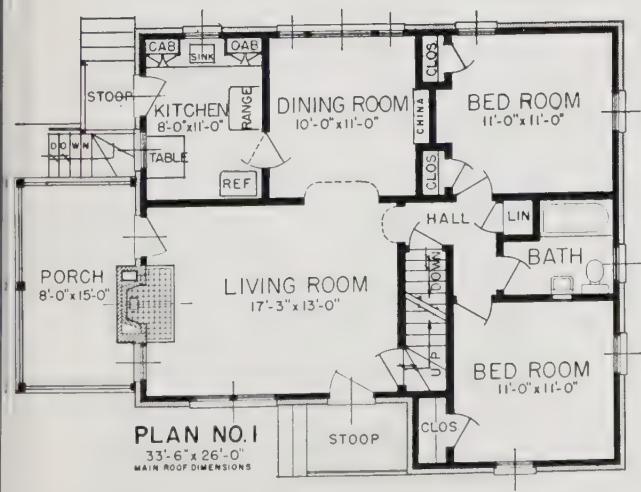
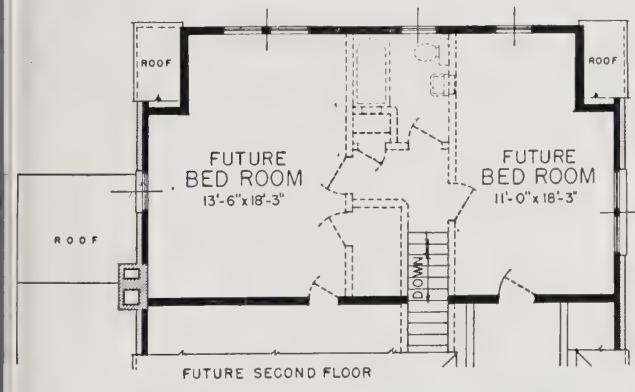
Our Contractor's Agreement forms are a great safeguard



Painted Brick

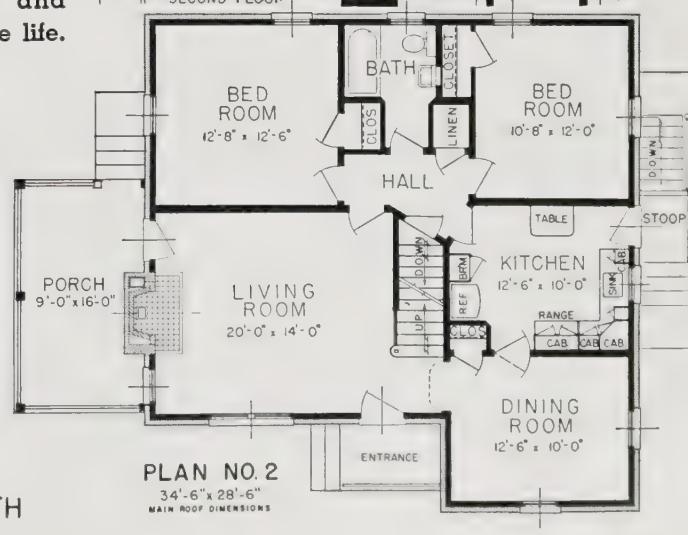
The **KENILWORTH**

The Kenilworth is kindly as well as lovely. It suggests refinements of every nature, not only good clean construction but cleanliness and peace in the home life.



Two Other
Floor Plans
on Request

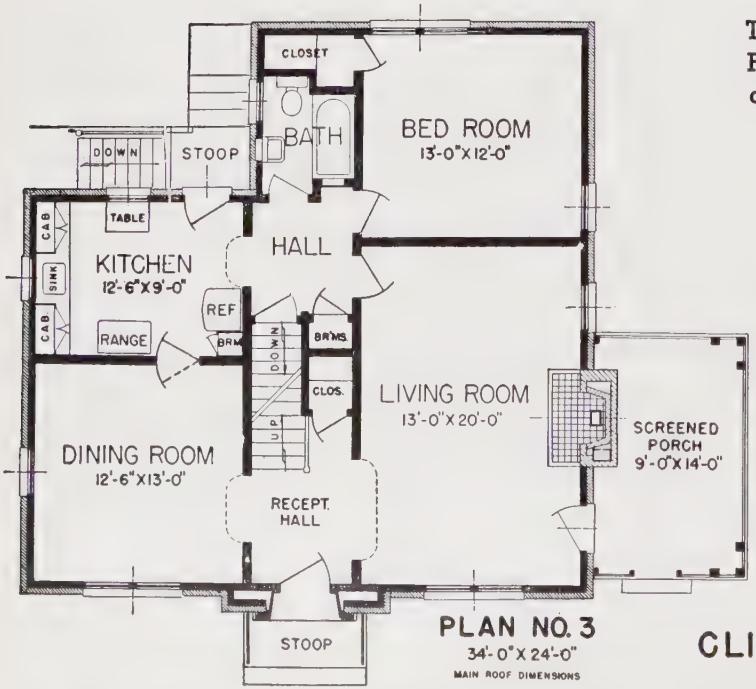
KENILWORTH



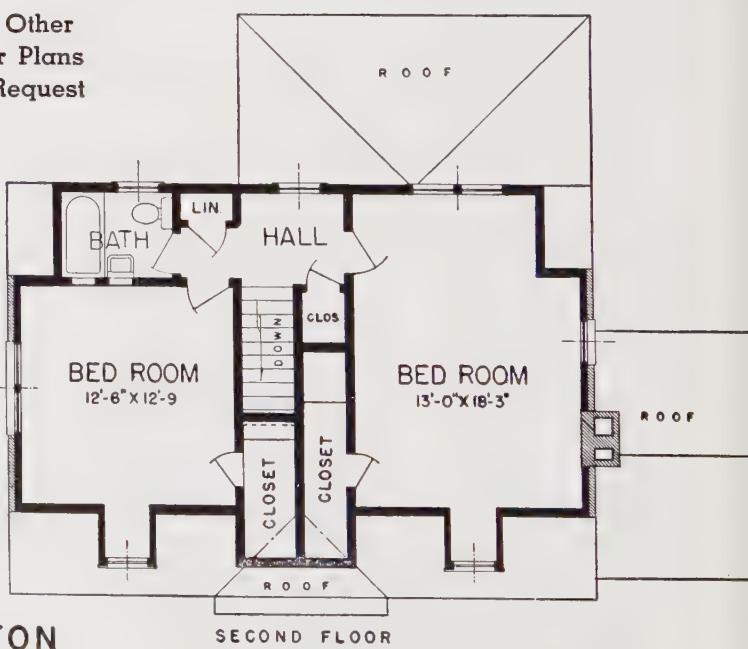


The CLIFTON

The Clifton will surprise you because it surpasses so completely many designs within its price range. It is decidedly outstanding from every angle.



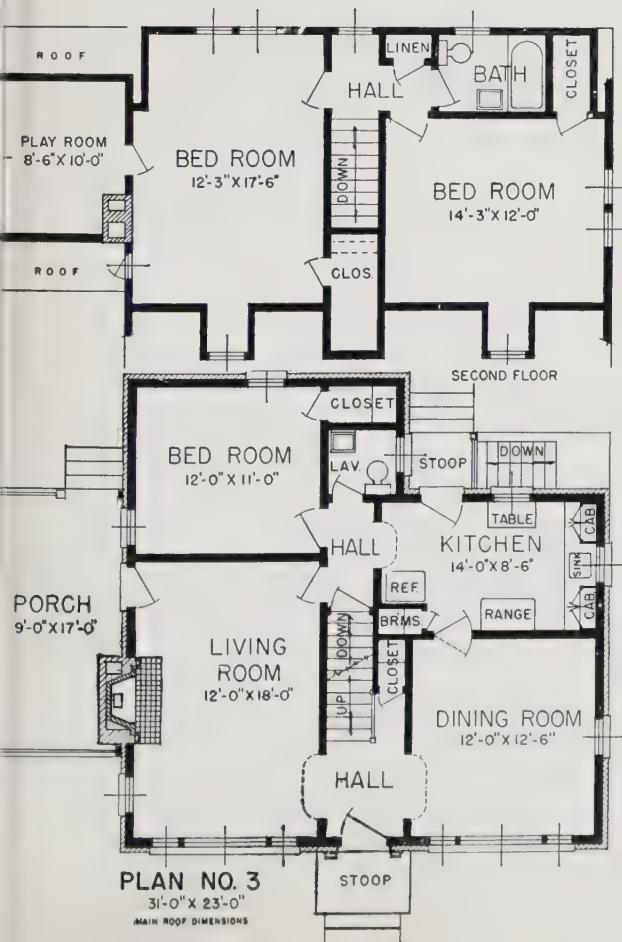
Two Other
Floor Plans
on Request



Isometric Plans—Plans so plain the layman can follow them without trouble.



Painted Brick



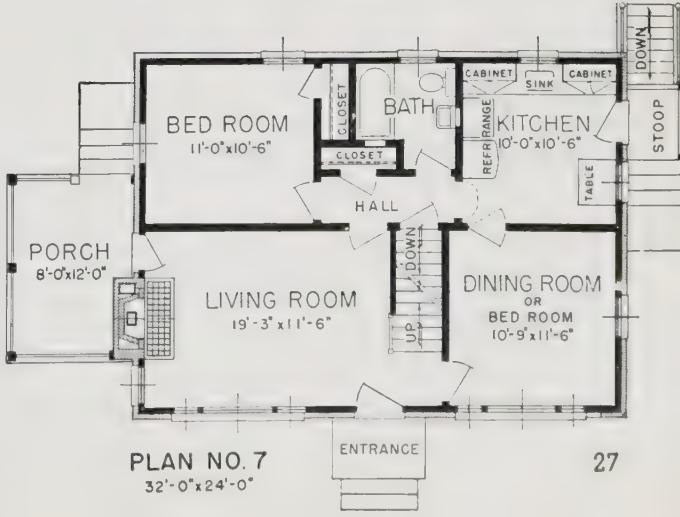
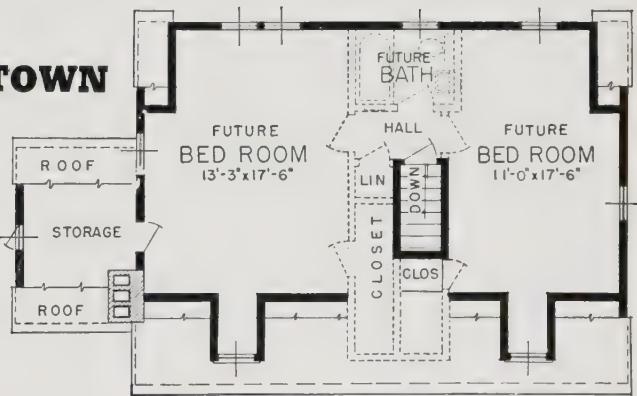
PLAN NO. 3

31'-0" x 23'-0"

MAIN ROOF DIMENSIONS

The NEW YORKTOWN

For exactness
in Colonial archi-
tecture, the New
Yorktown is offered
as a modern
masterpiece.



NEW YORKTOWN

PLAN NO. 7

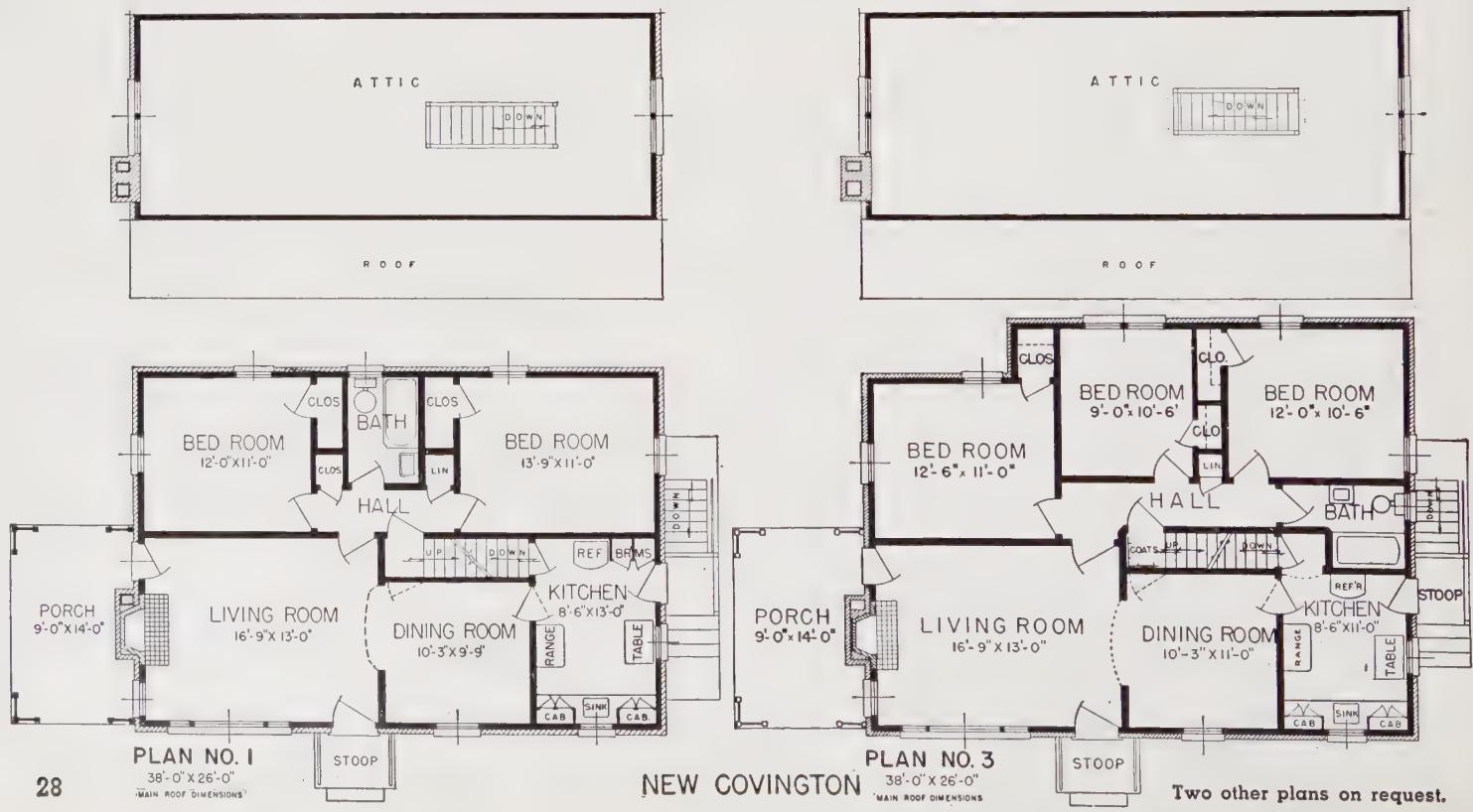
32'-0" x 24'-0"

Constant Rent is like a Dripping Faucet; Home Payments like a Savings Account.



The NEW COVINGTON

The New Covington is a cottage to be coveted by those whose hearts hunger for the quiet peace to be found in lovely small homes. Here is a Colonial gem of Yesterday, Today and Tomorrow.

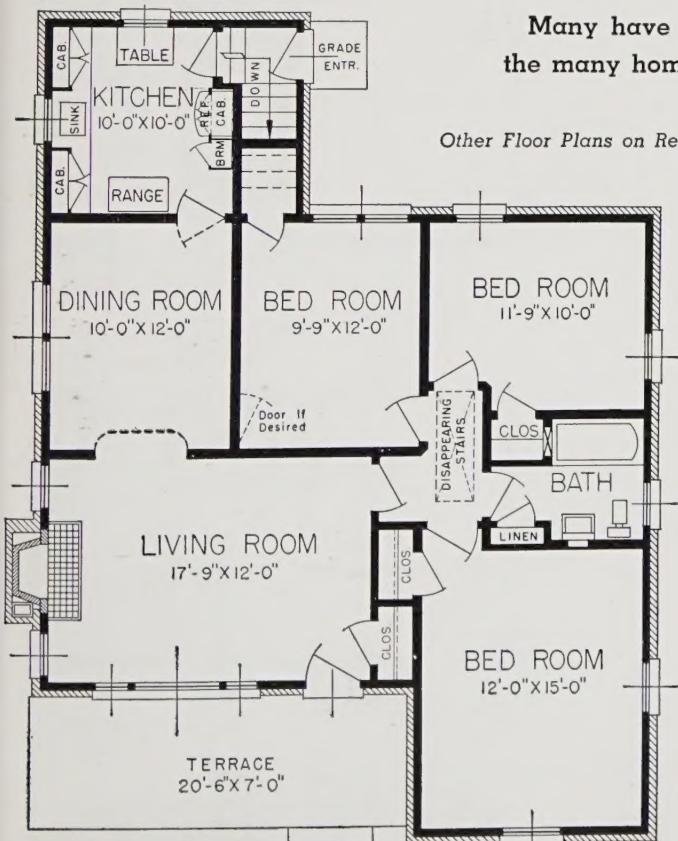




The MILTON

Many have waited long for the Milton. Not one shall be disappointed in the many home joys to be found within its threshold.

Other Floor Plans on Request.

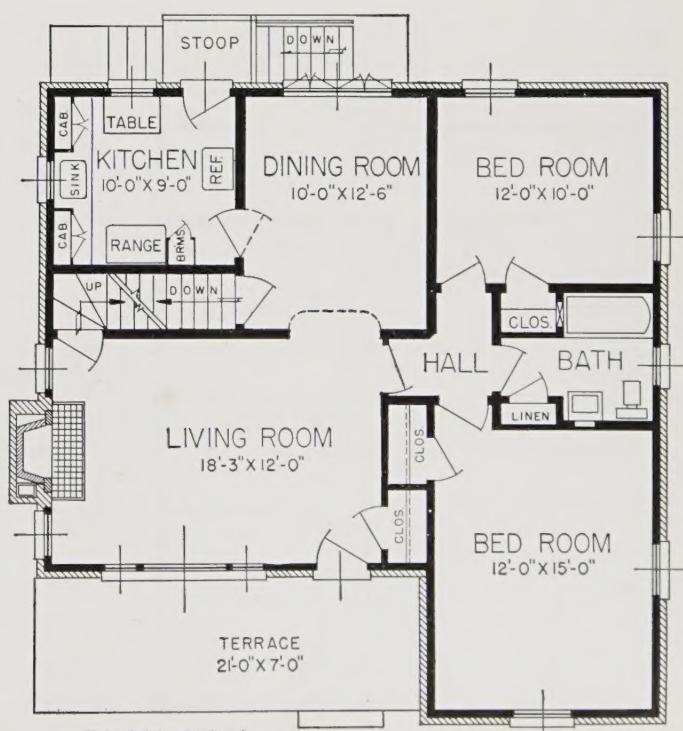


PLAN NO. 2

34'-0" X 26'-0"

MAIN ROOF DIMENSIONS

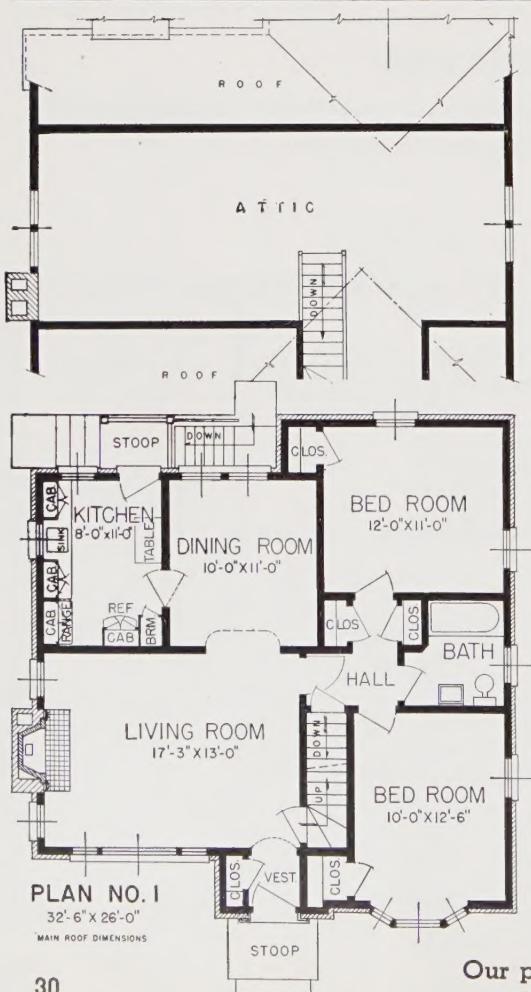
MILTON



PLAN NO. 1

34'-6" X 26'-6"

MAIN ROOF DIMENSIONS

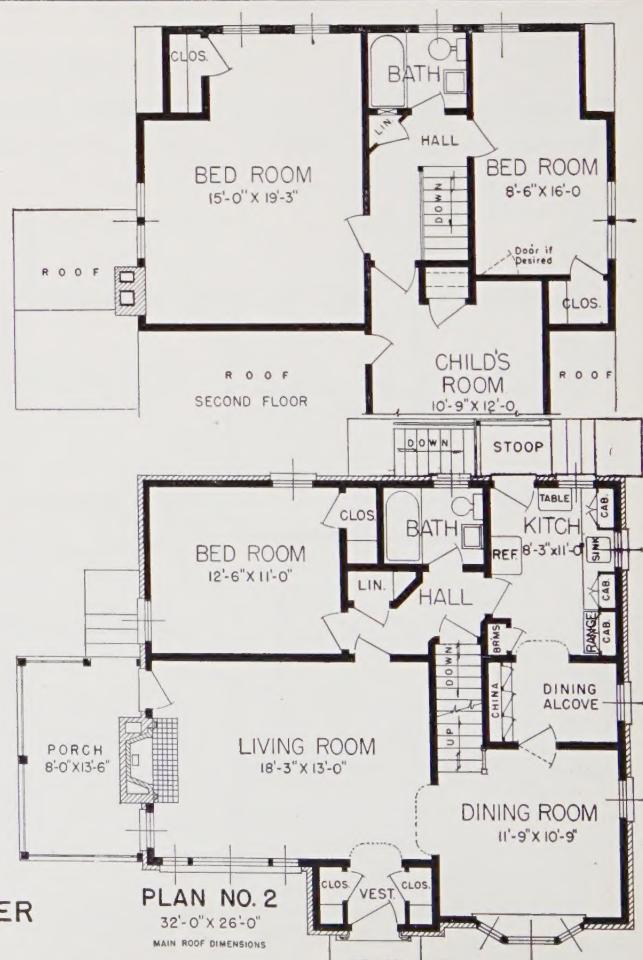


The NEW HANOVER

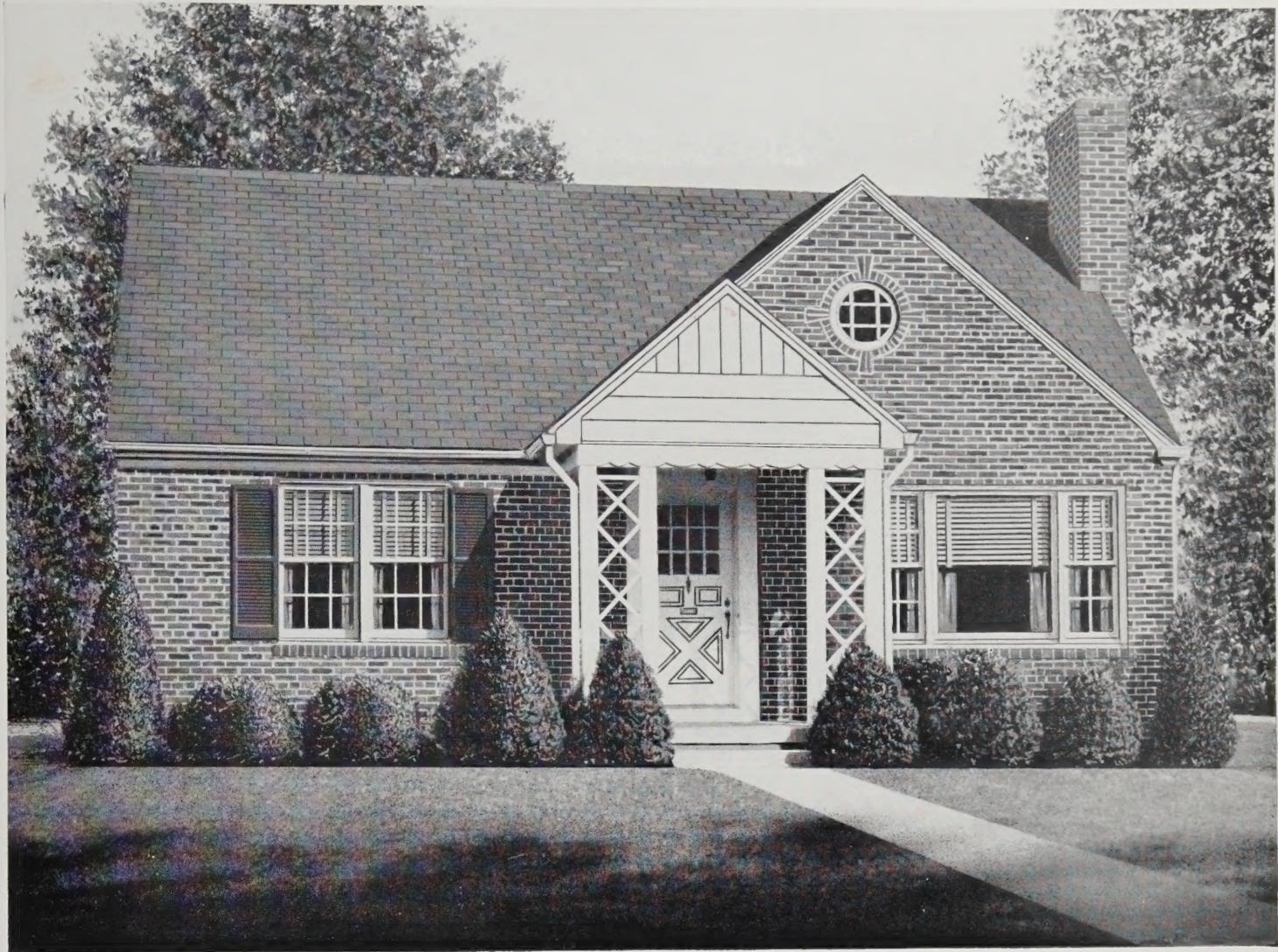
Stop, look and carefully consider the New Hanover before passing, for surely it is a rare gem within its price range.

Two Other
Floor Plans
on Request

NEW HANOVER

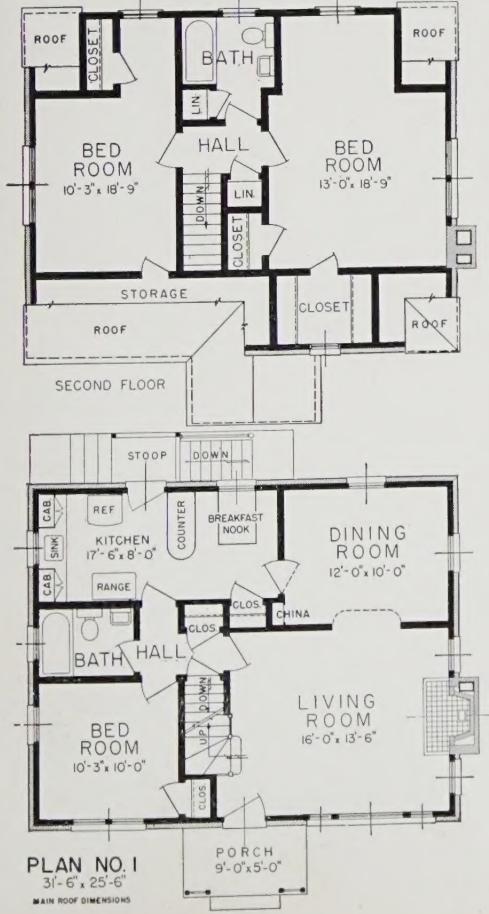


Our plans are known from Coast to Coast for
their time and labor-saving features.



The NEW HAMPTON

The New Hampton is a happy combination of clever designing and thorough knowledge of sound construction. It is and will remain decidedly different.

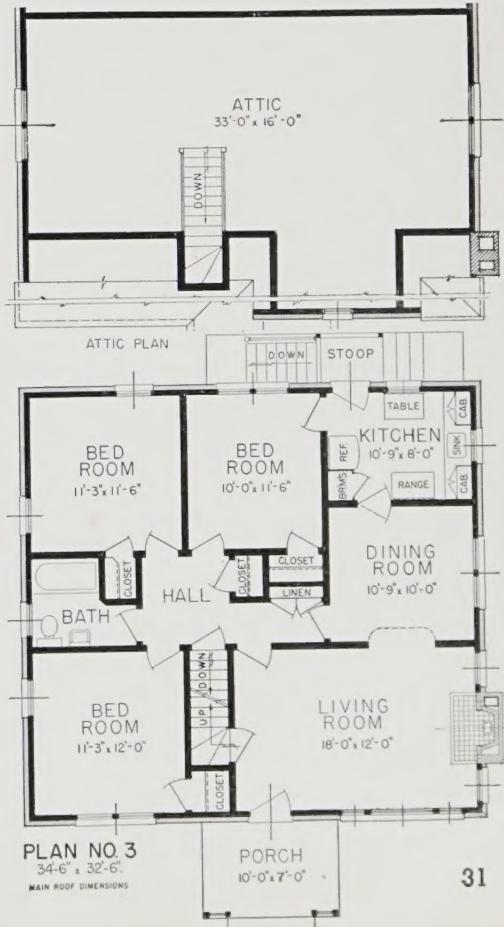


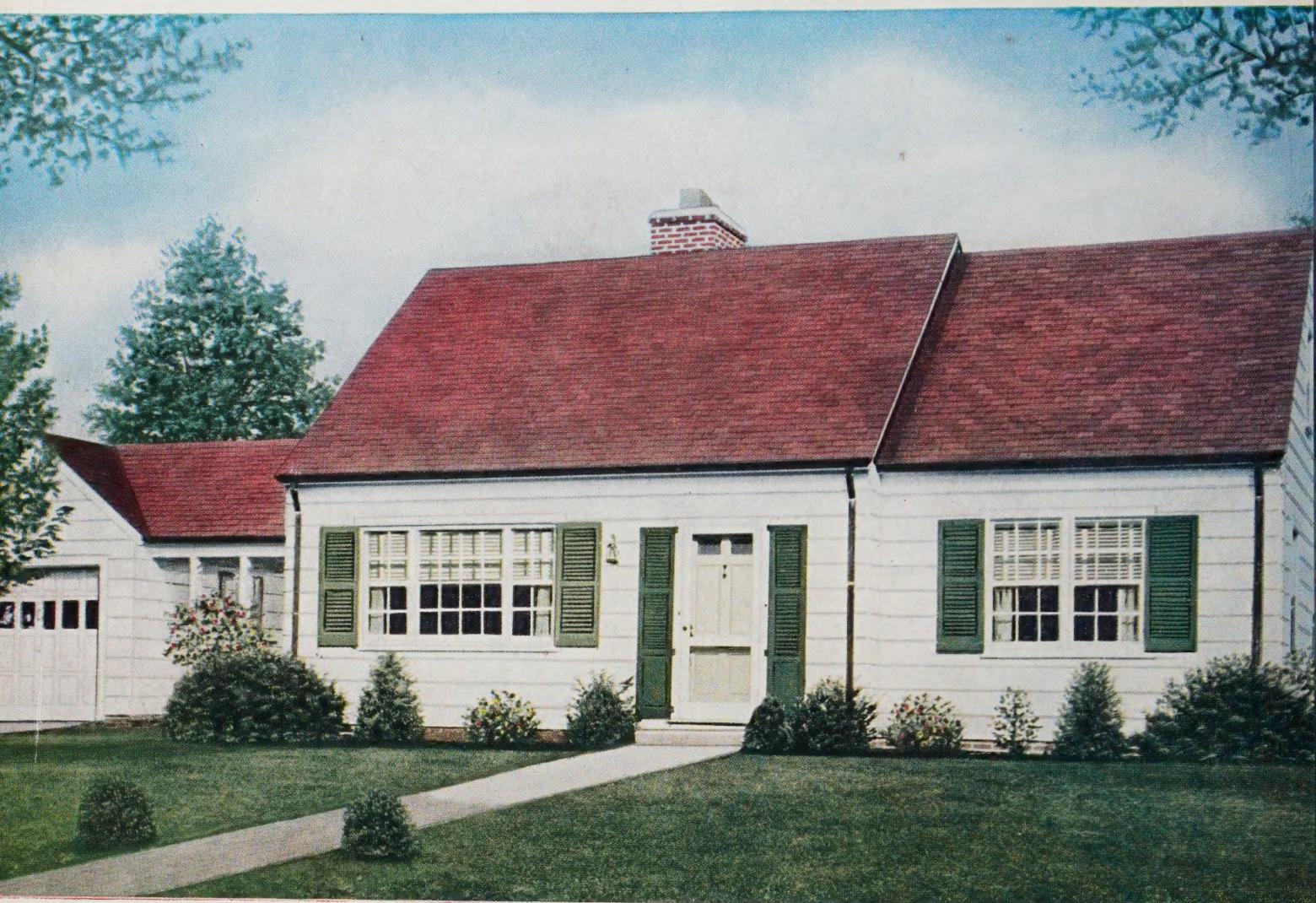
Ask for free copy of Folder "C"—Comparative Construction Cost of Small Homes.

This folder throws new light on present day construction costs, and also shows the difference in the cost of brick, frame, concrete block, prefabricated houses, etc.

Two other plans
on request.

NEW HAMPTON

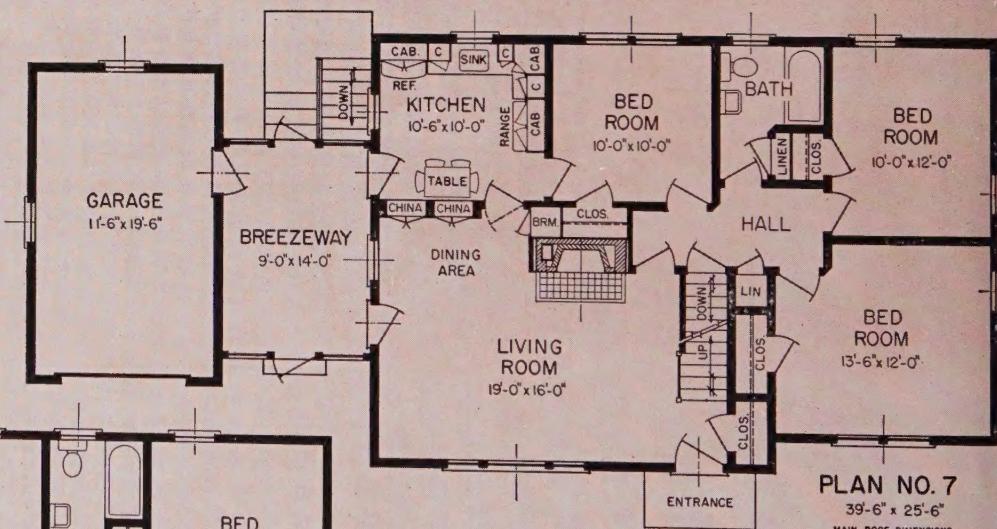
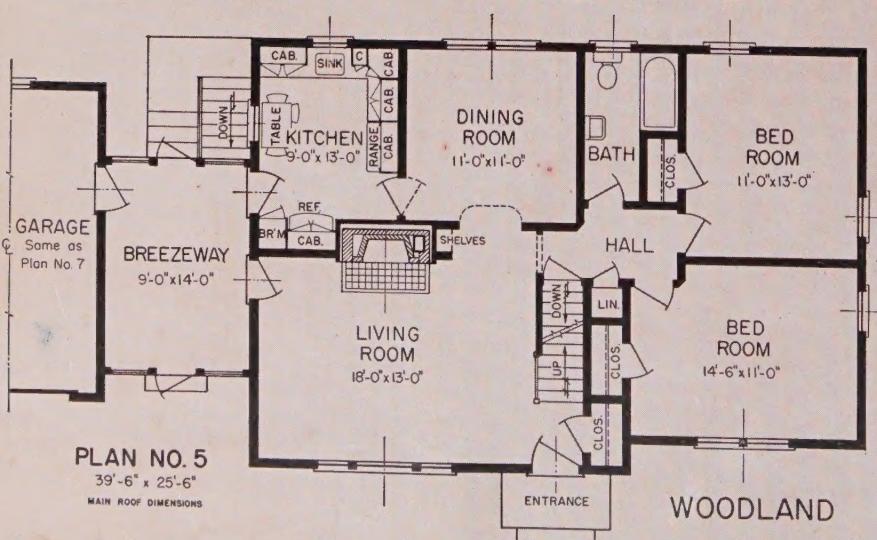




The WOODLAND

The WOODLAND's total width and space requirements may limit its selection and general construction, but it does have the distinction of universal appeal.

Finished stairway, enclosed at the top, leads to large attic, planned for Future Bedrooms and Bath.



GARAGES AND BREEZWAYS in many instances enhance the beauty and value of your home—serve a very useful purpose and permit full utilization of your home site to the best advantage. As an extra service to our customers, we have prepared plans for Garages and Breezeways which are adaptable to many of the house designs shown in this plan book, as well as homes already built. Complete plans, elevations and details are priced at only \$5.00 per set. Write for illustrated sample sheet.